

# St. John man wins cruise compliments of Cave Shepherd

CLIFFORD Corbin of Kendall, St. John is the lucky winner of a Foster and Ince sponsored Caribbean cruise for two onboard the Ocean Village, compliments of Cave Shepherd. He also receives a cash prize.

The company's credit manager, Chetwyn Greenidge said the prize was a result of Cave Shepherd's photo card re-issue programme, which began last November.

Corbin's name was randomly selected by computer from among the names of customers who responded early to the programme.

"Response from customers has been tremendous and there were several days where we issued in excess of 400 cards per day, with one month peaking at over 8 000 new cards," stated credit controller Randy Webster. "Over the past eight months, we have been able to issue new photo cards to several thousand cardholders in a very smooth, efficient and organised manner."

Incorporating the customer's photo for identification purposes as well as other security features, the

new card is produced on site in less than a minute. The entire process is completed in the privacy of a new photo booth located in the customer service department on the top floor of the Broad Street department store. Customers are allowed to approve the final picture before the new card is printed and the old card shredded in order to maintain customer security.

The photo card is an old idea brought back to life by customer demand and an effort to combat fraud attempts. Approximately 90 per cent of Cave Shepherd's customers have been issued with new cards.

Webster added "It was a big challenge to photograph and print so many account holders but I am very pleased with customer response and I want to thank my staff, our customers and our supplier, Advanced Business Systems (ABS) for their input and support in making the re-issue program a success."

Cave Shepherd is urging customers to come in and have new cards re-issued as soon as possible as they plan to discontinue the use

of the old card, come the end of this month.



(Right) Clifford Corbin receiving his prize from Cave Shepherd's credit manager Chetwyn Greenidge.

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