



**Customer Loyalty Journey:
Identify your best customers in the unified commerce**

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A marketing technology agency that delivers successful end-to-end **customer loyalty management** through unified commerce.



Our ecosystem

Accessorize

GR | CY

FF

GROUP

GR | RO | BG | UK | HK

MARKS &
SPENCER

GR | RO | BG



GR | BG | CY

Galerie

de Beauté

GR |



GR | RO

Johnson & Johnson

GR |

Folli Follie

GR | UK | HK



GR |

FACTORY
OUTLET

GR |

LINKS
LONDON

UK |

VISA

GR |



KO |

attica

GR |

INGLOT

GR |



NATIONAL BANK
OF GREECE

GR |

BALFIN
Balkan Finance Investment Group

AL |

parabita

GR |

NEPTUN

AL |

Γρηγόρης

GR |



GR |

L'ORÉAL

GR |



GR |

Eurolife ERB

GR |



Why loyalty?

- **To know your customers better**
- **To reward them**
- **To increase sales & profit**

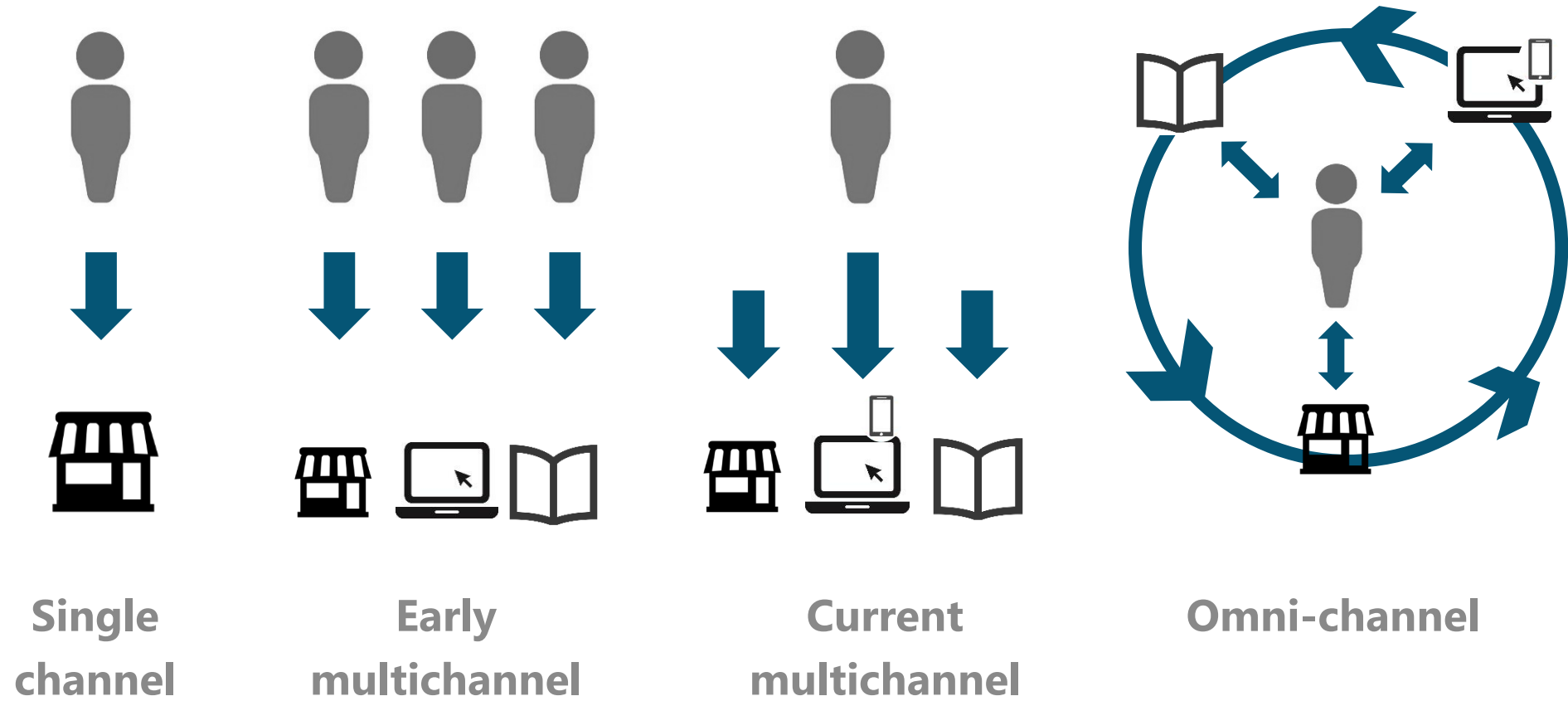
How is loyalty connected with the customer journey?

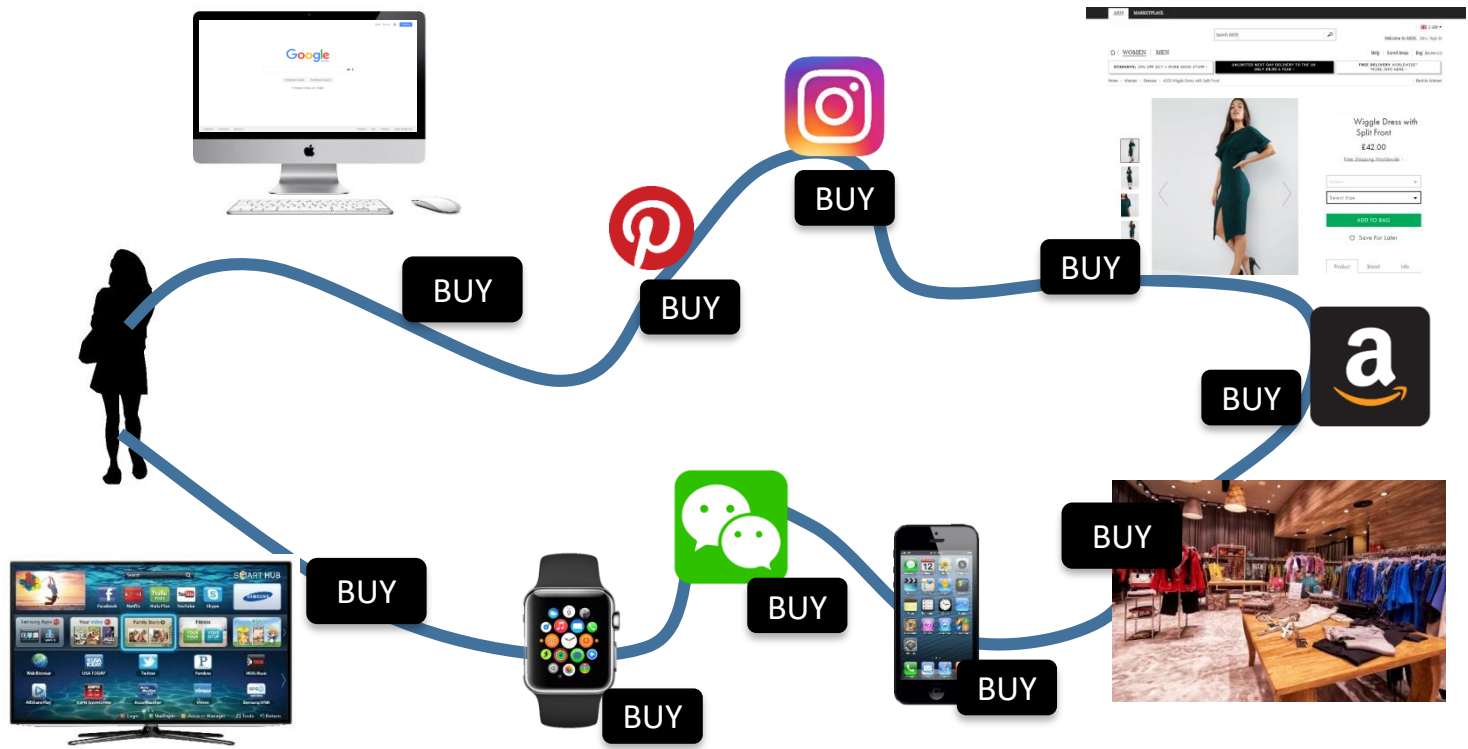
- Unique customer experience that starts **from day -1 to ∞**
- More touchpoints than ever: **unified commerce (omni-channel shopper)**
- Incoming data **from all channels** (online & offline)

Omni-channel solutions
The bridge between digital & physical



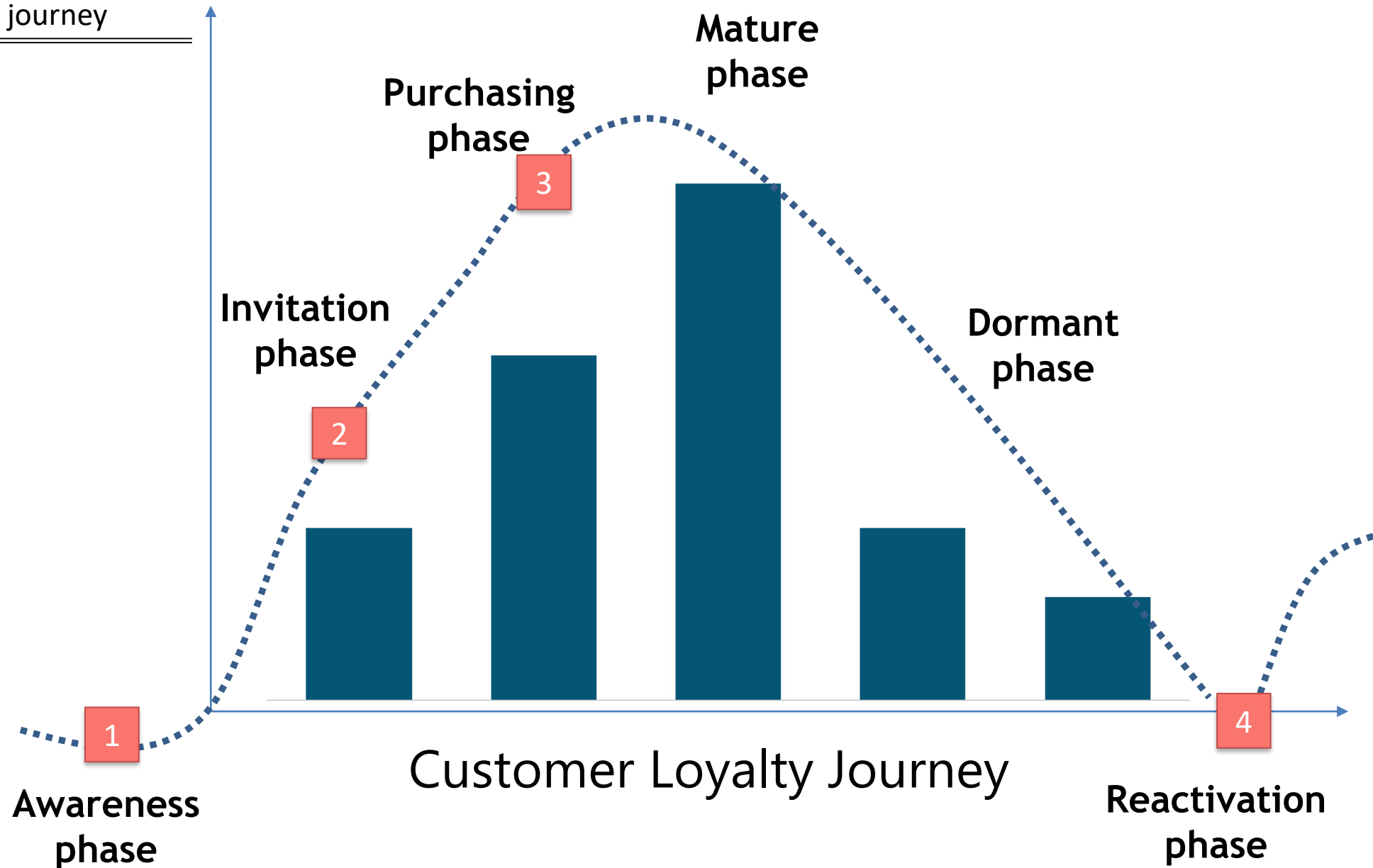
Omnichannel





A woman with long brown hair, wearing a black top, is holding a large, blank white rectangular sign in front of her. She is smiling slightly. The background is a solid blue color.

Who is your loyal customer?



Connect the dots & target your customer



Use customer insights to drive attention



Awareness phase | Store display

Insights

- Window shopping
- In store ads
- Smart buying information

Actions

- Display information on loyalty program
- Present loyalty program
- Give an offer when customer is engaging with your program



Galerie
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Γίνε μέλος του πιο όμορφου club!

Γνώρισε τα μοναδικά προνόμια ομορφιάς και απόκτησέ τα!



2

Invitation phase | Registration

Insights

- Straightforward
- Digital use
- Immediate reward

Actions

- In store paper forms, infokiosks
- Online website form, SMS, mobile app
- Welcome SMS , e-mail



Online registration



Print registration



Improve the POS experience & gain insightful findings

3

Purchasing phase | POS application

Insights

- Transactions
- Points/ Vouchers/ Discounts / Visits
- Customer profile information

Actions

- Build purchase behavior
- Create redemption alerts
- Plan targeted campaigns





4

Reactivation phase | Personalization

Insights

- Complete customer profile
- Knowledge on customers optimal incentives
- Information on customer lifecycle

Actions

- Hard selling campaigns
- Higher rewards
- Customer response evaluation



Reactivation phase – Personalization



Mary is your loyal customer!

Based on...

- Registration approach
- Transactions tracking
- Online behavior
- Campaign analysis
- CRM analysis
- Customer profiling



Mary

26 years old, single
lives in the city
prefers shopping in malls
during sales period
owns an android smartphone
responds to discount promotions
loyal to specific brands
writes product reviews



WE CREATE CUSTOMER LOYALTY

LONDON | ATHENS | HONG KONG

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Thank you!