

HELLO SCANDINAVIA!

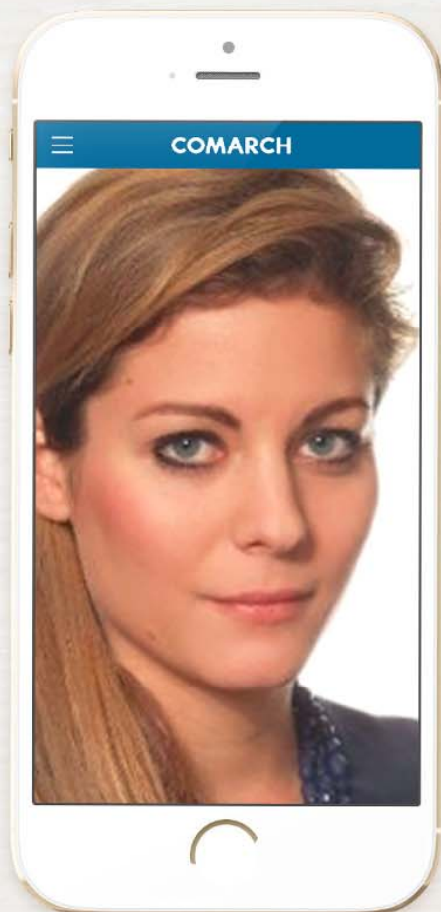
SALES 2.0

COMARCH

HOW THE RIGHT LOYALTY  
STRATEGY BASED ON  
ADVANCED IT TOOLS CAN

INCREASE  
CUSTOMER  
ENGAGEMENT  
& DRIVE HIGHER  
SALES





# Joanna Wendorff

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Business Solution Manager

*CRM&Marketing*

*joanna.wendorff@comarch.com*

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COMARCH

Over  
**4.200**  
employees

**61 local  
offices**  
all over the world

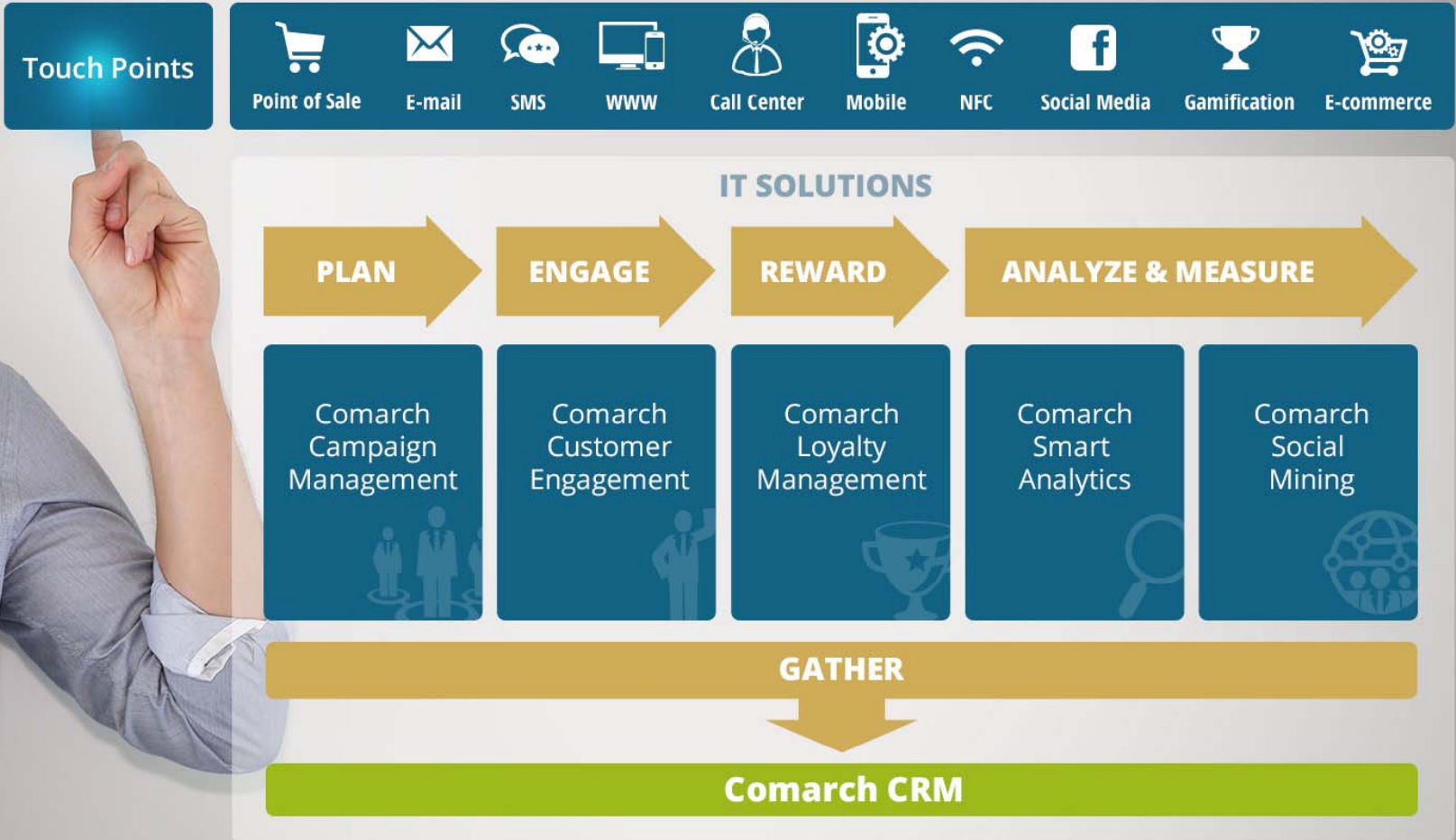
**3000**  
Successfully  
finished projects

**20 years**  
of experience

Activity on  
**5 continents**  
in over  
**40 countries**

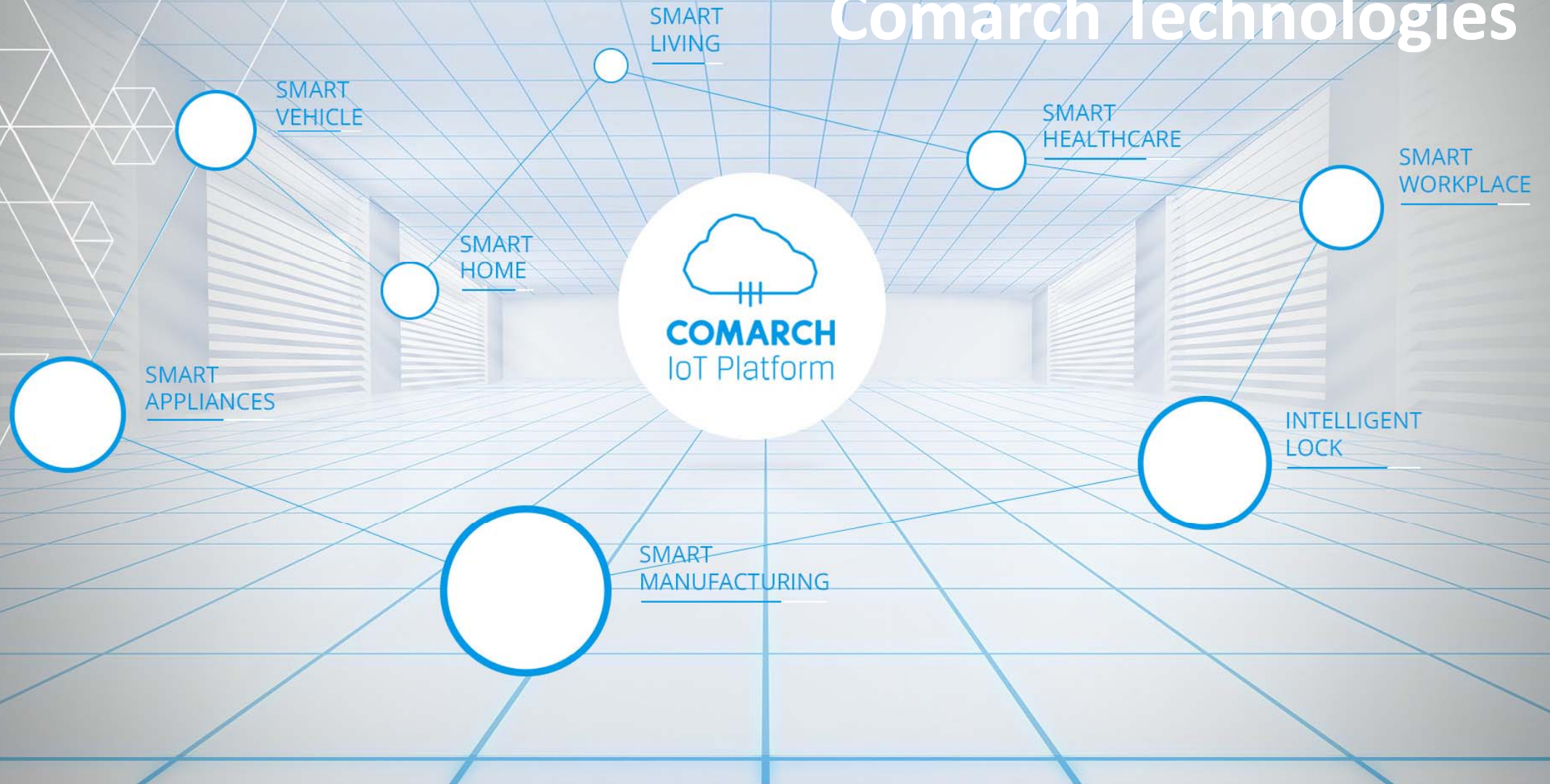
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# COMARCH CRM & MARKETING PLATFORM



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# Comarch Technologies



Internet of **things**

1. Real-time customer identification
2. Real-time customer interactions
3. Mobile applications
4. Microlocation
5. Geomarketing

**Loyalty 3.0** approach

Recommendations **engines**





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Comarch Smart City



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BEACON



MICRO  
NAVIGATION

LOYALTY  
PROGRAMS



DIGITAL  
STORE

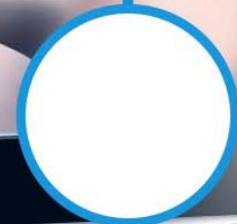
BEACON



COMARCH



TV LED  
60"



TECH SPECS

MICRO  
NAVIGATION



DIGITAL  
STORE

4K

TV LED  
60"  
4K

HDMI  
MOTION  
PIXEL


4099,-

CALL CONSULTANT



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# SALES TEAM SUPPORT

 **Ann Watson** entered the shop

 Recently Ms. Watson has  
**bought maternity clothes - size 40**

 **Green** is her **favorite color**

 **Today** it's Ms Watson **birthday!**

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# Enhanced shop Experience



 **Excellent choice.**

Variety of colors: blue, green and black. Matches well with blue jeans on the 1st floor.

 The green is available in our online store.  
**Buy online and get 10% off.**

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Marketing  
teams  
support



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**Moja wyspa Krakow-Island**

GRATULACJE! ZDOBYŁAŚ TROFEUM

**KATE WATSON**  
Klasa IIb, Gimnazjum Przyrodnicze  
Im. Sointeractive w Krakowie

2 600 / 10 000

MOJE ZUŻYCIE ENERGII vs. ŚREDNIA GRACZY

RANKING WYSPA	RANKING ARCHIPELAG
ADAM	- 45 KW ^
GRZEGORZ	- 30 KW ^
<b>KATE</b>	<b>250 KW •</b>
ALICJA	+ 25 KW v
SEBASTIAN	+ 60 KW v

TWOJE KONTO SKARBNICA WIEDZY RANKING WYZWANIA ODZNAKI

**Island**

Moc **2000 kilowatów (kW)**

Produkcja na godzinę **500 kilowatogodzin (kWh)**

Zanieczyszczenie środowiska **67%**

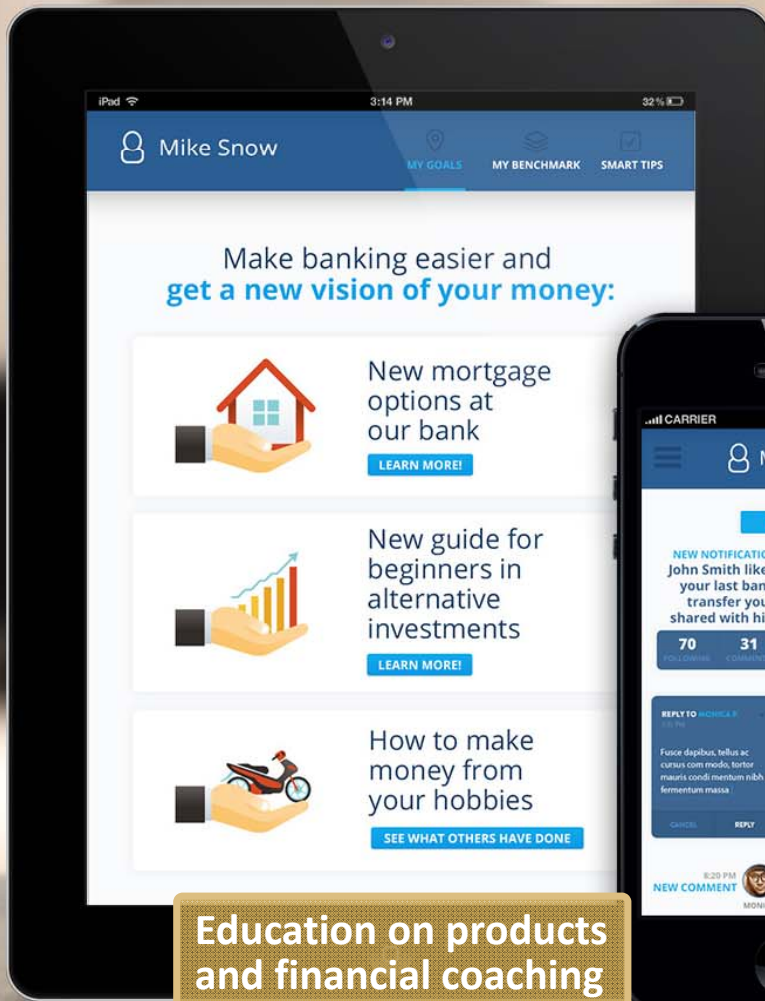
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Day 2

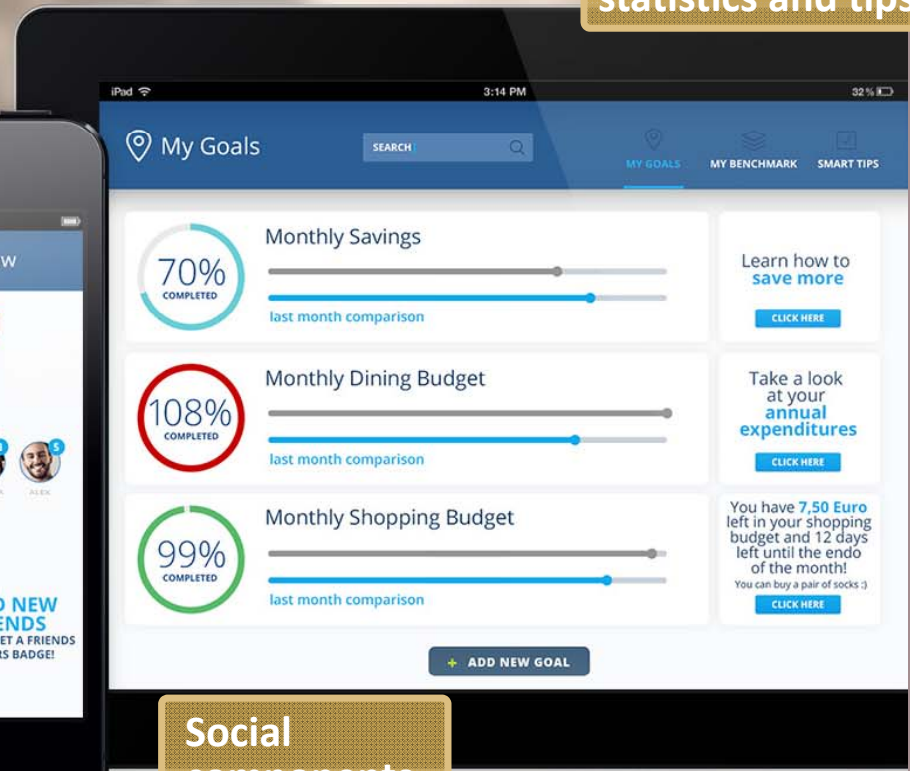
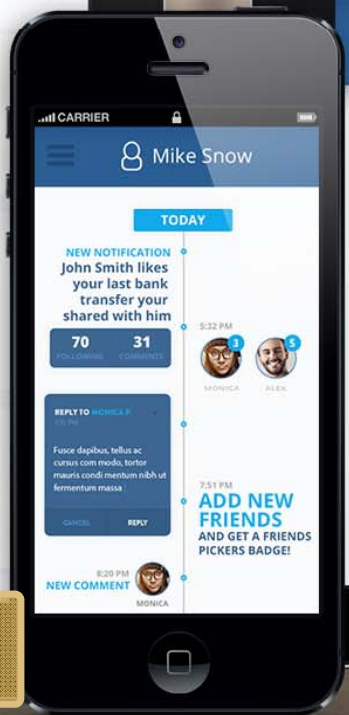


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Education on products and financial coaching



Social components

Personal goals selection statistics and tips

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Products and services   Customer advantages   My e-Services   Help and support

My overview   **My gamification**   My products   My bill & usage   My advantages   My administration   My messages   My support

### HUNT FOR MINUTES

View all

**Kate Watson**

**19** BADGES   **114** POINTS

#### My badges

Idea	Phone	Time	Target
Idea	Phone	Time	Target

More badges

#### Challenges

	Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat laoreet dolore magna... <b>75%</b> <b>Deadline:</b> 23.09.2015 <a href="#">Read more</a>
	Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat laoreet dolore magna... <b>50%</b> <b>Deadline:</b> 24.09.2015 <a href="#">Read more</a>
	Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat laoreet dolore magna... <b>30%</b> <b>Deadline:</b> 25.09.2015 <a href="#">Read more</a>

More challenges

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# Heathrow

## COMARCH B2C LOYALTY PLATFORM

+41%

Promotional effectiveness

+27%

Increase in number  
of transactions

+14%

Increase in spend per visit

+64%

Increase in  
registered members



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12:30 PM  
Lunch



Farm Table tomorrow

JFK  
✈️  
SFO

Virgin Airlines  
Flight 23  
10:31 AM  
On Time

tomorrow

80°  
60°  
30%

New  
7

Sales team support



# TrueBlue Badges

Our artists crafted the TrueBlue Badges to award members for activities within the loyalty program. We used simple, enjoyable and striking design to make users touch down with lots of fun.



## Menu

linking to all badges features and other parts of loyalty webportal

## User Profile

shows user progress in a form of interactive map

## Leaderboard

ranks users based on their level, flights and miles

## Badges

recent achievements of the user

## News

notification feed on recent events on the platform

## Get Badges

list of the about-to-get badges, displayed by priority



**COMARCH**

**RECORD PARTNER OVER 200% NEW TRANSACTION  
ACTIVATION QUARTER – TO – QUARTER**

**1,5 mln**

**Facebook impressions  
of branded content**

**2,8 mln**

**additional loyalty  
portal page views generated**

**jetBlue**



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**FUN  
CHALLENGE  
SOCIAL**

**Strengthened  
Customer loyalty**



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2002



**CONTROL  
OVER BIG DATA**



# COMARCH LOYALTY & MARKETING PROJECTS

## Oil & Gas



## Retail & FMCG



## Travel



## Financial Services



## Others



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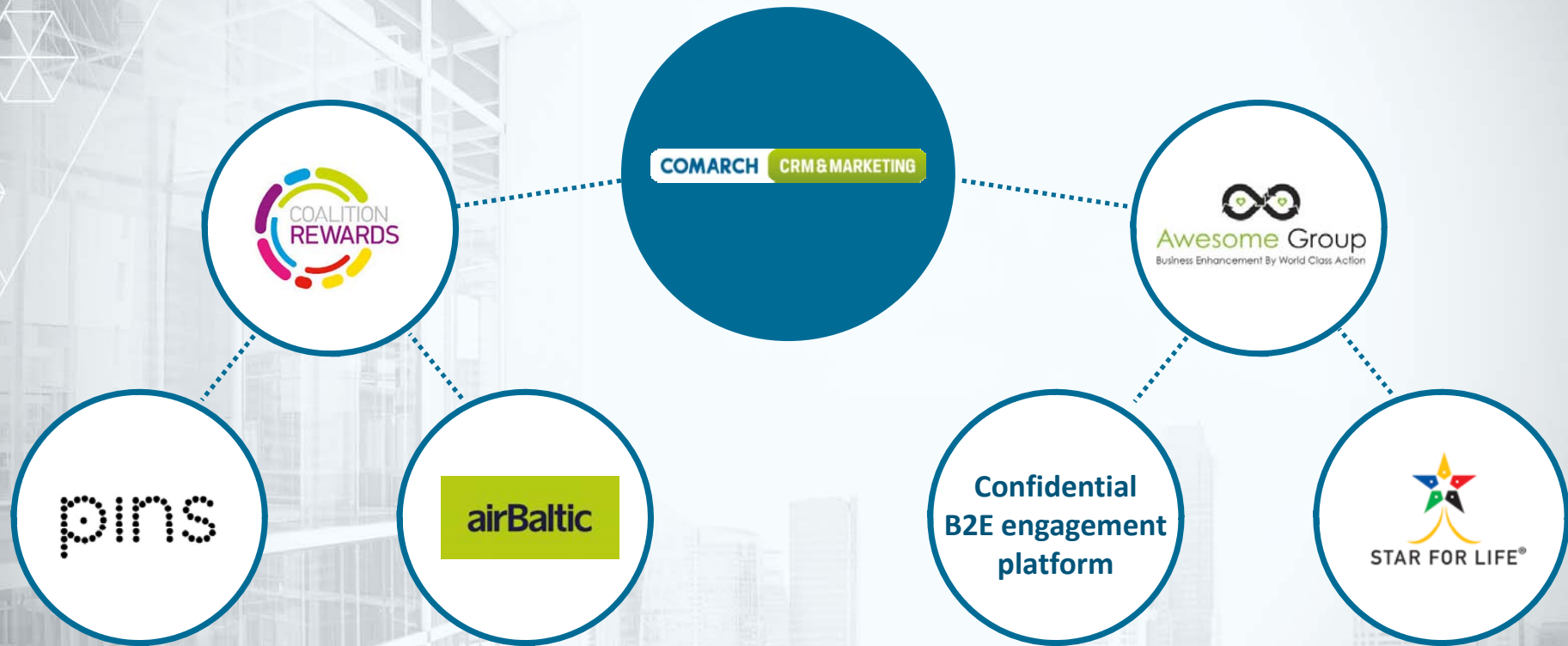


## COMARCH LOYALTY & MARKETING PROJECTS





# CRM&Marketing references in Scandinavia



Other Comarch references:



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Internet of things

4 key success factors

- simplicity
- security
- promise
- trust

**THANK  
YOU!**

<http://www.comarch.pl/crm/>