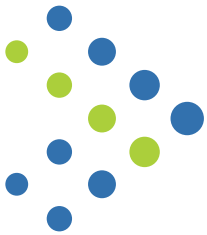


ROSA market s.r.o.

CASE STUDY – YESPASS E-SHOP AND LOYALTY CLUB



ROSA market s.r.o. is a Czech wholesale and distribution company that operates its own network of retail food shops under brands ENAPO and PRAMEN CZ. After 20 years of traditional sales in shops, the company felt the need for radical innovation in the form of an e-shop and a loyalty club with a client zone. A key requirement was the ability to interconnect the traditional shops with online shopping. The company was thus looking for a supplier that would be able to expand the existing solution by adding modules for the e-shop and loyalty club with a client zone.



The new e-shop and loyalty system were to bring these benefits in particular:

- a loyalty club that would allow customers to register in shops and on the e-shop, leading to a steady increase in registrations
- motivating the customer to register and facilitating the registration process
- providing information about purchases in the e-shop and in shops in one place
- generating and applying coupons
- generating personalised digital loyalty cards for the customer's mobile wallet (iOS and Android)
- ability to integrate other companies into the loyalty programme and allow customers to make use of the loyalty system's benefits in partner shops

SOLUTION



The **loyalty system** and **e-shop** solution was built on the **air&me** platform, which serves as central storage for all customer-related data: it includes a central database of all information about customers, including their complete purchasing history in shops and in the e-shop.

The **air&me** platform also provides central management of the loyalty system and of loyalty coupons. In addition, **air&me** handles manual and automated creation of discount coupons and generation of digital loyalty cards for the mobile wallet and also enables central creation and management of promo events which then apply to the cart when making purchases on the e-shop. All data is made accessible to the company's other systems via an online interface (API).

THE STORY OF THE IMPLEMENTATION



Implementation of the **air&me** platform took place with the participation of teams of both ROSA market s.r.o. and Solitea a.s., supplier of the central solution Navision, which the **air&me** platform was integrated onto. Together, the teams prepared the functional specifications and projects for realising the e-shop and loyalty club called **YESPASS**.

The goals of both projects were fulfilled: **air&me** centralises all data about customers and their purchase transactions in the e-shop and in shops. The data is then analysed and evaluated via tailor-made reporting. The YESPASS e-shop is currently operated by company SMART myMONEY a.s.

80 000
REGISTERED
CUSTOMERS

+ 3 000
NEW LOYAL
CUSTOMERS A MONTH

80 %
OF CUSTOMERS
ACTIVELY USE THE CARD

up to 12%
YEAR-ON-YEAR
INCREASE IN SHOP
REVENUES

about 130 CZK
HIGHER AVERAGE
REVENUE FROM LOYAL
CUSTOMER



RESULT

All data about participants in the loyalty programme is consolidated in one place and thanks to the **air&me** platform customers can immediately receive benefits. **air&me** is also used to send newsletters and SMS about the state of their e-shop orders. Thanks to the ability to issue classic plastic or digital **YESPASS** loyalty cards, there has been significant interest among customers in registration across all sales channels. **air&me** and **YESPASS** allow customers to draw on benefits not only in the company's own chain of shops, but also in company partner shops.

YESPASS

"The new YESPASS e-shop and loyalty club is a major change for ROSA market s.r.o. in the way we approach and communicate with our customers. We are now able to analyse the shopping behaviour of our customers, which allows us to actively approach them, send them targeted offers or information, while also enabling customers to reap the benefits of our loyalty programme when making purchases from our partners. Active communication continuously brings new members to the loyalty club. Our employees also greatly appreciate the ability to load their loyalty points onto meal cards, which they can then use when shopping," says Petra Meisenbichler Pohlreichová, marketing director of ENAPO OBCHODNÍ a. s.

MAIN BENEFITS

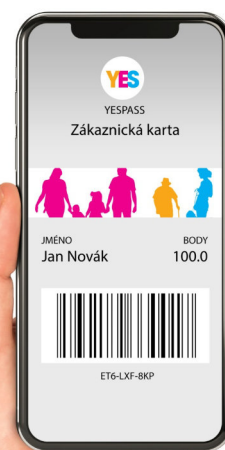
- Launch of an e-shop and creation of a customer zone, where clients with a digital or plastic loyalty card can find all information and receipts from purchases in shops and in the e-shop
- Great interest among customers in registration and membership in the loyalty club; increase in registrations and sales thanks to active communication
- Use of personalised digital YESPASS loyalty cards in Apple Wallet and Google Pay
- Use of mobile YESPASS card as an information channel for special offers for customers
- Ability to add additional loyalty cards to an account for other family members or to merge cards into one
- YESPASS discount coupons usable in shops and in the e-shop
- Active communication with customers, including sending of notification messages, newsletters; ability to evaluate customer response
- Rewards for employees in the form of credit on payment meal cards
- Employee zone – information for employees about benefits, reports about meal card transactions
- Loyalty points gained in ENAPO shops, Pramen shops and in the e-shop can be used when paying in the shops of partners Pivní Anděl and Tankovna
- Specialised reports and statistics

YESPASS
KLUB VĚRNÉHO ZÁKAZNÍKA

**VIRTUÁLNÍ
KARTU
YESPASS
MÁTE VŽDY
PO RUCE**



ONLINE
REGISTRACE



NEW
E-SHOP



NEW LOYALTY CLUB
ACROSS SALES
CHANNELS



DIGITAL LOYALTY CARDS
AND DISCOUNT COUPONS IN
THE MOBILE WALLET



CUSTOMER DATA FROM
SHOPS AND E-SHOP
IN ONE PLACE

NG Retail s.r.o.

is a young company building on a 30-year tradition of supplying specialised software solutions for retail. Thanks to a team of experienced senior consultants, the company aims to bring existing and future clients user-friendly solutions that are tailor-made for their business, help accelerate its running and grow it further so that it is ready for any changes that come hand-in-hand with modern retail. Its latest product is the POS NG terminal, which is currently the most modern solution of its kind on the market and is capable of serving both the non-food segment (fashion, toys, sports, tobacco...) as well as the fast food sector.

ROSA market s.r.o.

ROSA market s.r.o. is a traditional, purely Czech company that prioritises supporting and growing the traditional Czech food market. Through a network of shops, the company operates even in small regions and towns, building upon a foundation of shops that previously traditionally existed in these locations and were, and thanks to ROSA market s.r.o. continue to be, the go-to for daily fresh food shopping for local residents. The company is thus intimately familiar with each region, the local customers and their habits. ROSA market s.r.o. operates the **ENAPO** and **PRAMEN CZ** chains of retail shops. Its range of goods includes products ranging from the largest suppliers and renowned brands to traditional Czech brands and local suppliers. Its wide assortment is then further complemented with numerous products under the company's own brands **AVE**, **Ríša**, **Lizy** and **Lizy Praktik**.
www.yespas.cz

