

SUPER ZOO

CASE STUDY – REALISATION OF A LOYALTY SYSTEM

super
ZOO

Plaček Pet Products s.r.o., a company operating several brands, wanted to significantly improve its communication with customers, have more accurate data about their shopping behaviour and utilise targeted marketing. It thus planned to create a loyalty club for the Super zoo brand, under which it runs an e-shop and a network of shops. The company was looking for a new supplier who would be able to expand the existing solution with a module that would consolidate all customer information from the shops and the e-shop in one place.

The new loyalty system was to bring the following improvements in particular:

- consolidate recording of sales in shops and e-shop
- active contacting and acquisition of new customers
- motivating the customer to register to the loyalty club and making the overall registration process easier
- generating and applying discount coupons
- generating personalised digital loyalty cards for the customer's mobile wallet (both Android / iOS supported)
- providing the ability to categorise participants of the loyalty programme
- applying different pricing policies and benefits across the participants of the loyalty programme

SOLUTION



The loyalty system 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 handles central management of the loyalty system and of loyalty coupons. **air&me** also handles manual and automated creation of discount coupons, generation of digital loyalty cards for mobile wallets and, above all, provides an online API for making all the above data accessible to other systems the company uses.

THE STORY OF THE IMPLEMENTATION



The implementation of the **air&me** platform was realised in line with a prepared integration outline. The outline was carefully fine-tuned in collaboration with the existing suppliers and the realisation team of Plaček Pet Products s.r.o.

Mutual communication and collaboration was very extensive, open and forthcoming. The main partners during the implementation were, in particular, the provider of the e-shop (ShopSys), supplier of point-of-sale terminals (Diebold Nixdorf), communication platform provider (Samba) and members of Plaček Pet Products s.r.o.'s project team. Thanks to the obliging and constructive attitude of all partners involved, the implementation process went smoothly, in accordance with the set schedule and the work was completed on time.

157%

INCREASE IN CUSTOMER REGISTRATIONS

69%

INCREASE IN E-SHOP SALES

41%

INCREASE IN SHOP SALES



RESULT

Thanks to the air&me platform, all data about participants in the loyalty programme is consolidated in one central place so that both customers and employees can be immediately rewarded. A further advantage is the ability to register customers across all sales channels, immediately create digital loyalty cards and discount coupons during registration and manage these centrally. Thanks to air&me, Super zoo now offers its registered members better prices and creates targeted special offers for them using specialised reporting.

"The new loyalty system has allowed us to simplify the registration process for our customers while also making it much easier and more convenient for customers to acquire mobile cards for their smartphones without the need to download an application. What we see as the main benefit is the ability to communicate and analyse the behaviour of our customers not only in e-commerce but also in shops. The air&me platform also allowed us to better motivate our employees and reward them," says **Pavel Kopriva, the marketing director of Plaček Pet Products s.r.o.**



MAIN BENEFITS

- Increase in registered customers and sales thanks to active communication
- Use of personalised digital loyalty cards in Apple Wallet and Google Pay with names of pets
- Ability to add additional loyalty cards to an account for other family members
- Birthday discounts for customers and their pets
- Discount voucher tied to the loyalty card
- Creation of "smart discounts" - active contacting of customers based on location or product category
- Motivation and rewarding of employees based on sales and duration of employment
- Reporting based on location and number of registered customers and proportional readjustment of numbers of personnel in individual shops



CUSTOMER BENEFITS
ACROSS SALES
CHANNELS



DIGITAL LOYALTY CARDS
AND DISCOUNT COUPONS IN
THE MOBILE WALLET



CENTRAL MANAGEMENT OF
ALL TYPES OF LOYALTY CARDS
AND DISCOUNT COUPONS



PERSONALISED MAILING
WITH INDIVIDUAL
SPECIAL OFFERS

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.

Plaček Pet Products s.r.o.

Plaček Pet Products s.r.o. is a part of Plaček Group. The group was founded 30 years ago and now includes a wholesale shop and a network of 270 shops and e-commerce in several countries under various trade names: **Super zoo** in the Czech Republic, Slovakia and Romania, **Dino zoo** in Russia and Latvia, **Kakadu** in Poland, and recently a new brand, **Zoo market**, in the Czech Republic as well. Plaček Pet Products s.r.o. was founded in 2015 with the aim of allowing customers more comfortable shopping across all sales channels. The company constantly innovates its range of products. In Slovakia and Latvia, shops also include a veterinary clinic, and the company also opened a dog grooming salon in Prague.

www.superzoo.cz

