

CASE STUDY – Digital Cards in Mobile Wallet



NAY a.s. is the largest specialised retailer of consumer electronics in Slovakia. NAY offers its customers membership in NAY Extra club and the opportunity to download Smart App for mobile. The mobile app provides customers membership in the loyalty club, information about the state of their loyalty account and updates on marketing events. However, the company also wanted to appeal to customers who do not have the mobile app, and thus decided to make use of native platforms Apple Wallet and Google Pay to offer customers both digital loyalty cards and discount coupons, as well as reloadable gift cards with an expiration date.

What was challenging:

- Offer customers digital loyalty cards in a straightforward way directly into their mobile wallet
- Approach a wider customer base, particularly those that do not want to install applications on their mobile phone
- Eliminate plastic cards with bar code as a means of customer identification
- Inform the customer about the state of their loyalty account and about marketing events without the need for interaction on the customer's end via push notifications
- Have the ability to expand the solution to other countries

SOLUTION



Digital cards are implemented on the **air&me** platform, which handles generation and management of digital loyalty cards in the mobile wallet.

air&me also handles automated creation of discount coupons and gift cards. Data about customers and their purchases is provided by central ERP system SAP. Links for downloading digital cards are available in the client zone of the e-shop and in the mobile app. Cards are visualised based on loyalty level – blue, silver and gold.

THE STORY OF THE IMPLEMENTATION



The implementation took place in collaboration with PeckaDesign, the supplier of the e-shop, and NAY's IT department, which prepared the interface with SAP.

The SAP interface was built so that data about customers and their purchases can be replicated from SAP to **air&me**. There, digital cards were then generated, with their design based on the customer's loyalty level. Links for downloading these cards are then placed in the client zone on the e-shop and the mobile app.

Customers can download their digital card from the private e-shop client zone into their mobile wallets: Apple Wallet or Google Pay. Card design changes in wallet automatically as the customer reaches higher loyalty level.

20 %
INCREASE IN THE USE
OF DIGITAL LOYALTY
CARDS

2x
INCREASE IN
CUSTOMERS' INTEREST
IN DIGITAL CARDS
OVER PLASTIC CARDS

**NAY
EXTRA KLUB**



RESULT

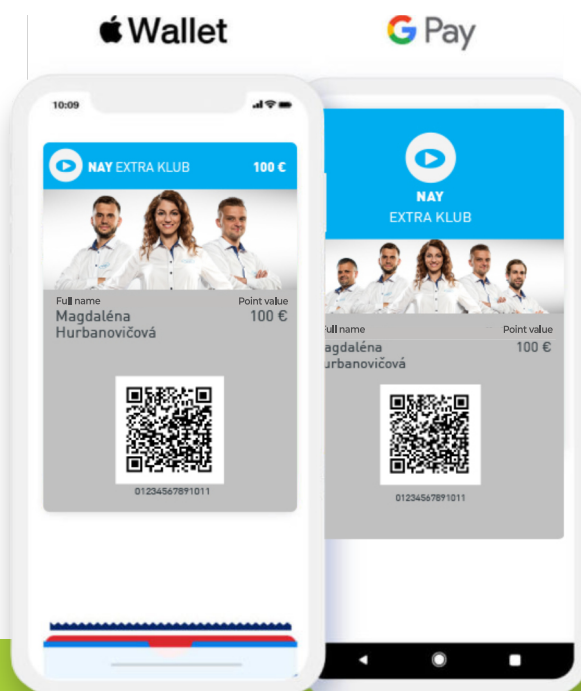
Digital cards on mobile, which are provided to customers thanks to the **air&me** platform, are another tool for approaching customers and actively communicating with them. They enable NAY to send notifications about upcoming exclusive offers and events. Customers have an immediate overview of the state of their loyalty account and can receive discount cheques based on their purchases immediately after a purchase. They can also take advantage of reloadable digital gift cards with expiration date, which can be purchased on the e-shop and in brick-and-mortar shops.



„Digital cards in the mobile wallet allow us to target a larger group of customers, communicate with them directly and immediately, inform them about marketing events and their current balance on the loyalty account, and offer them other benefits based on their loyalty level, including discount coupons generated based on their purchases. These coupons are an omnichannel tool, usable in both brick-and-mortar shops and on the e-shop,” says Michal Dugáček, NAY's process manager.

MAIN BENEFITS

- Ability to approach more customers, faster communication
- The customer has the option to choose their type of loyalty card – digital vs. plastic
- Simplification of the process of verifying customer identity at check-out
- Implementation of gift cards with expiration of loaded credit
- Ability to send discount coupons to customers after a purchase
- Ability to send targeted notifications to customers based on their loyalty level
- Expansion of the solution to the Czech market for the Electro World brand
- Advanced reporting regarding the use of discount coupons and gift cards



DIGITAL CARDS
IN THE MOBILE
WALLET



DIGITAL DISCOUNT
COUPONS AND GIFT
CARDS



ONLINE
LOYALTY
ACCOUNT



IMMEDIATE
REWARDS FOR
SHOPPING

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.

NAY a.s.

the largest specialised electronics retailer in Slovakia, operating a network of 46 large shops under the NAY brand. Owns and runs 40 electronics shops under the Electro World brand in Czechia since 2014.

The company has been active on the market for 30 years and regularly wins awards in surveys such as "Retailer of the Year" for the best retailer in the Electronics Retailers category, or "Superbrands Award" – award for the long-term, consistent quality it offers its customers.

www.nay.sk

