

TESCOMA s.r.o. is a leading manufacturer, distributor and seller of kitchen utensils. It offers its products in several countries both in shops and through local e-shops. With gradual widening of the company's reach and expansion to other European countries, Tescoma was looking to replace its existing loyalty system with a new system that would support the expansion and be able to store customer data from the countries where the company already operates e-shops: Czechia, Slovakia, Hungary, Poland, Germany, Spain and Portugal.

### What needed to be addressed:

- Next gen upgrade of the loyalty system
- Openness of the system to 3rd parties for integrations
- Centralised storage of customer data for shops and e-shops in all countries
- Option to add new customer benefits
- Ability to use existing plastic loyalty cards and transition to digital cards on mobile
- Migration of customers and gift cards
- Developing an API interlayer for communication between air&me and Tescoma's internal systems

## SOLUTION



The requirement for a loyalty system that can be further expanded and that can also serve as centralised storage for customer data from all countries could be fully met by NG Retail's loyalty system built on the **air&me** platform. The system can be expanded with additional modules such as Questionnaires, Newsletters, Customer Segmentation, and so on.

The loyalty system was also ready-made for customer benefits, which could be immediately put into operation: sale of gift certificates and one-use gift cards which are checked through **air&me** for validity.

## THE STORY OF THE IMPLEMENTATION



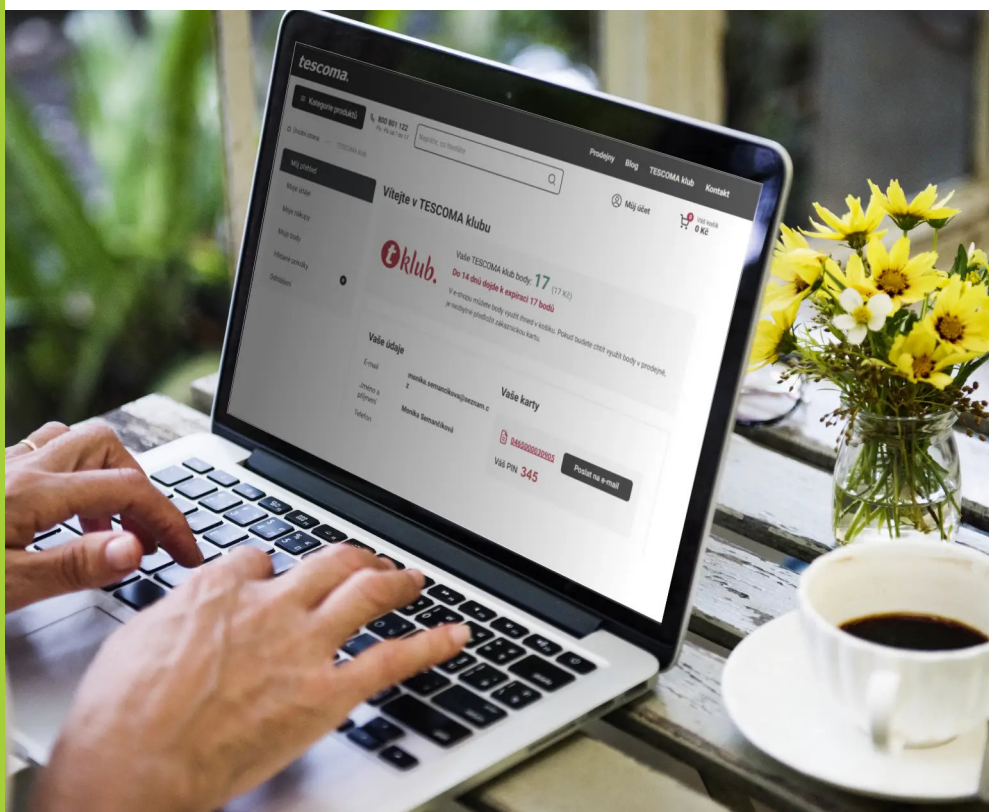
**air&me** and the loyalty system were implemented to the exact functional and technical requirements of Tescoma and of Shopsy, the provider of the e-shop. The e-shop is already implemented in several countries. The **air&me** platform was adapted so that it is able to function as centralised storage for e-shop customer data from all countries where online sales are available.

Thanks to the openness of the platform, the solution could be integrated with the Shopsy e-shop solution and the central ERP SAP system in collaboration with Tescoma's IT department. **air&me** is also linked to the POS NG sale terminal system used by Tescoma. Before the implementation of **air&me** could begin, it was necessary to create a custom API that communicates with **air&me** as well as the customer's other internal and external systems. The customer also required that communication within the new loyalty system retain the format and structure from the old loyalty system so that no additional changes need to be made on any connected systems. At the time of writing, **air&me** functions as storage for customer data from Czechia, Slovakia, Hungary, Poland, Germany, Spain and Portugal.

FASTER CUSTOMER  
REGISTRATION  
IN SHOPS

SIMPLER GIFT  
CERTIFICATE AND  
DISCOUNT CODE  
MANAGEMENT

DIGITAL CARDS



## RESULT

The **air&me** platform and the loyalty system are now a part of Tescoma's sales ecosystem. The loyalty system is now deployed in this form in 5 countries, with 2 more close to completion.

The main goal of the project – to create centralised storage of customer data, speed up customer registration in shops and implement a loyalty system that has potential to grow – has been fulfilled.

**tescoma.**

*"Implementing a new loyalty system – after the implementation of the new POS NG terminals and a new e-shop – was another inevitable step which enables our growing omnichannel to approach the customer more professionally. It is very important for us to have all customer data and contact information in one centralised place – the target is to achieve this across 7 countries. We plan to grow the system further and fully capitalise on its potential," says Radim Roženek, head of the project in the IT department of TESCOA s.r.o.*

### MAIN BENEFITS

- A SINGLE source of customer data for all countries: CZ, SK, HU, PL, D, ESP, PT
- The openness of the air&me platform and loyalty system allows future growth, including integration from 3rd parties
- Centralised registration app enables customers to quickly register and add new loyalty cards to an existing account
- Expansion of plastic loyalty cards through the addition of a digital equivalent for Google and Apple wallets
- Ability to track the expiration date of loyalty points and inform the customer through the customer zone in the e-shop
- Central management of discount codes and gift certificates



QUICK CUSTOMER  
REGISTRATION



CENTRALISED DATABASE  
OF CUSTOMER CONTACT  
INFORMATION FOR ALL E-SHOPS



DIGITAL CARDS  
IN THE PHONE

## 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 POS solution of its kind on the market and is capable of serving both the non-food sector (fashion, toys, sports, tobacco...) and the fast food sector. [www.ngretail.cz](http://www.ngretail.cz)

## TESCOMA s.r.o.

TESCOMA is a leading Czech brand that has been a major player on the kitchenware market for 30 years. In addition to wholesale, it also operates 125 retail shops in Czechia, Slovakia, Hungary and Poland. The company also supplies its products to several dozen partner shops.

TESCOMA is a manufacturer of original kitchenware designed and tested by Czech designers in the company's Design Centre in Zlín, where the company's headquarters is also located. Many TESCOMA products are globally patented and a number of them have received prestigious awards such as RED DOT DESIGN AWARD or German Design Award. TESCOMA products are distributed to 130 world countries. [www.tescoma.cz](http://www.tescoma.cz)

