

CBA CZ Cooperative

CASE STUDY – Loyalty Club, Digital Cards



The CBA CZ Cooperative is an association of wholesalers and retail units, which currently operates over 1,000 stores throughout the Czech Republic. CBA's current goal is to build a stable network of quality retail stores. It strives to achieve this by supporting retailers, investing in stores, targeting marketing or introducing new technologies and services. In the same way, the company focuses on improving communication with the customer, offering discounted purchases based on loyalty. Therefore, the CBA CZ Cooperative was looking for a supplier who could integrate a loyalty club into the existing checkout solution in stores, as well as create a client zone in the e-shop. This would allow customers to have an overview of their purchases, the status of their loyalty account, and the opportunity to exchange accumulated points for selected products.

What needed to be done:

- Create a modern loyalty club that will allow customers to register both in-store and on the e-shop, with the goal of continuously increase registrations
- Motivate the customer to register and facilitate it
- Address customers directly and send newsletters
- Create a personalized customer zone
- Enable interaction with the customer - create conditions for customer competition
- Generate discount vouchers based on customer selection
- Generate personalized digital loyalty cards to the customer's mobile wallet

SOLUTION



The loyalty system solution was built on the **air&me platform**, which serves as a central repository for all customer-related data, including their complete purchase history in brick-and-mortar stores.

The air&me platform also ensures central management of the loyalty system and central management of loyalty vouchers. air&me also handles the manual and automated creation of discount vouchers, the generation of digital loyalty cards for the mobile wallet, enables the central creation and management, which will subsequently be reflected in the basket when shopping on the e-shop. All data is made available via an online API to other company systems.

IMPLEMENTATION STORY



The implementation of the air&me platform was a collaborative project involving the teams from CBA CZ Cooperative, as well as the team from the cash register supplier and the central back-office system, into which the air&me platform was integrated. A functional specification and a project for the implementation of a loyalty club and a customer zone with loyalty cards called BIM CARD were prepared.

The customer is accompanied by the CBA - BIM mascot, after whom the entire project is named, throughout the loyalty program.

air&me centrally consolidates all data about customers and their purchase transactions on the e-shop and in stores. The data is subsequently analyzed and evaluated with tailor-made reporting.

13 000+

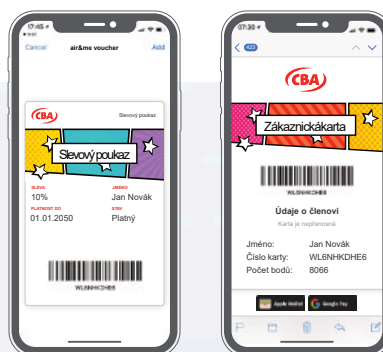
REGISTERED
CUSTOMERS

40 %+

OF CUSTOMERS ACTIVELY
USE THE CARD

60

ACTIVELY INVOLVED STORES
THAT OWN THE NECESSARY
CASH REGISTER SYSTEM



RESULT

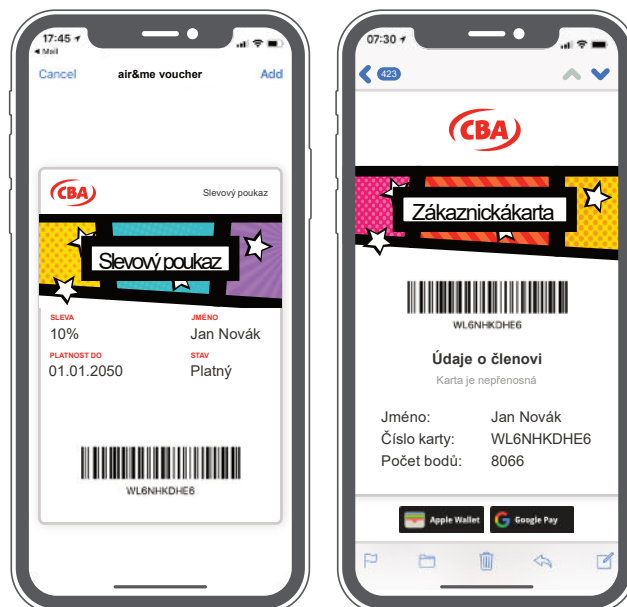
Thanks to the **air&me** platform, all data about customers and their purchases is in one central place. In the customer zone, customers can participate in a competition with selected receipts or exchange their loyalty points for selected products. From **air&me**, flyers and newsletters are sent to customers based on segmentation. The issuance of **BIM CARD** digital loyalty cards met with great interest from customers to register for the loyalty club.



"For CBA CZ Cooperative, the creation of a customer zone and the launch of a loyalty club and digital loyalty cards called **BIM CARD** is an important step towards active communication with the customer, the benefit is the immediate creation of digital loyalty cards upon registration and their central management. Thanks to segmentation in **air&me**, we are able to address customers by address, send targeted offers and discount vouchers. Active work and communication constantly bring us new members of the loyalty club." says **Iva Indrová, marketing manager of CBA CZ Cooperative.**

BIGGEST BENEFITS

- Creation of a client zone where a customer with a loyalty card can find all information and receipts from purchases at stores
- Use of personalized digital loyalty cards BIM CARD in Apple Wallet and Google Pay
- Use of the BIM CARD mobile card as an information channel about events for customers
- Ability to add additional loyalty cards to the account for family members and merge them
- BIM CARD discount vouchers redeemable in stores
- Active communication with customers based on segmentation, mailing of leaflets and newsletters
- Competition for customers and raffle for prizes in the client zone
- The possibility of selecting goods from the online catalog, sending them to the selected store and picking them up using the benefits associated with the BIM CARD
- Exchange of acquired loyalty points in the client zone for selected goods
- Specialized reports and statistics



NEW LOYALTY CLUB
ACROSS ALL SALES
CHANNELS



CUSTOMER
ZONE



DIGITAL LOYALTY
CARDS AND DISCOUNT
VOUCHERS IN A MOBILE
WALLET

NG Retail s.r.o.

is a young company building on a 30-year tradition of supplying specialized 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 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

CBA CZ Cooperative

The CBA CZ Cooperative is an association of wholesalers and retail units, which currently has over 1,000 stores and produces a turnover of more than 6 billion CZK. The CBA CZ Cooperative is part of CBA International, it is the holder of the CBA franchise concept and the owner of the master franchise for the Czech Republic. The CBA PREMIUM franchise offers store owners support and various benefits in exchange for compliance with the franchise rules. The result was a high-quality network of stores that stands on a solid foundation and offers its customers, mostly in villages, the comfort of large urban stores and at the same time the feeling of a pleasant home environment of "their" store. www.cba.cz

