

The company UNI HOBBY a.s. is a retail chain with goods for builders, do-it-yourself, gardeners and services related to the offered assortment. UNI HOBBY wanted to modernize the existing loyalty system, introduce modern digital loyalty cards, and at the same time evaluate the purchasing behaviour of customers, perform segmentation based on customer data and address customers by address. He therefore decided to find a supplier who could fulfil this vision.

### What needed to be done:

- Modernize the existing loyalty club and add new functional elements
- Prepare customer segmentation based on data from purchase transactions
- Based on segmentation, prepare newsletters for addressing customers
- Generate personalized digital loyalty cards for the customer's mobile wallet
- Prepare an integrated solution with the existing loyalty system and e-shop
- Prepare reporting

## SOLUTION



Based on analytical discussions with the UNI HOBBY team and with the existing suppliers of the loyalty system and e-shop, a 2-step plan was established for the modernization and expansion of the existing solution with new functional elements. In the first phase, it was about preparing the segmentation of customer data obtained from purchase transactions, creating and sending addressed newsletters to customers.

In the next phase, digital cards were prepared for customers' mobile wallets, which are generated based on a request from the e-shop. Immediately after generation, they are sent to the client zone of the e-shop and to the cash registers, where they are immediately activated. The solution for both phases was built on the **air&me** platform.

## THE STORY OF THE IMPLEMENTATION



The delivery of a customized solution on the **air&me** platform and its integration with the existing cash register system and e-shop was part of the project, in which the UNI HOBBY teams, the e-shop supplier and the cash register and central back-office system supplier team actively participated.

**air&me** centrally consolidates all data about customers and their purchase transactions on the e-shop and in stores. The data is then segmented according to selected criteria with the aim of creating customer clubs for addressing customers with similar interests. A report is prepared for UNI HOBBY for further analysis and evaluation.

ADDRESSED  
TARGETING OF  
OFFERS TO  
CUSTOMERS

ELIMINATION  
OF UNSOLICITED  
E-MAILS THANKS  
TO SEGMENTATION



## RESULT

Thanks to the use of the **air&me** platform, UNI HOBBY has all data on customer purchase transactions in one central location, which can then be segmented, analyzed, sorted according to marketing needs, and thus addressed to customers. In the client zone of the e-shop, customers can see all their digital cards and information about quantity of acquired loyalty points.



*"Segmentation of customers on the basis of their purchases and data analysis enables us to provide active focused communication linked to targeted addressing in the form of purchase incentives and newsletters. Digital loyalty cards are a big change and an important upgrade to the existing loyalty club." says Kateřina Gebelová, marketing specialist.*

### MAIN BENEFITS

- Customer segmentation, enabling precisely targeted marketing and focused addressing of customers based on previous purchases
- Active communication with customers based on segmentation, addressed sending of purchase incentives and newsletters
- Elimination of unsolicited e-mails to customers
- Personalized digital loyalty cards in a mobile wallet
- Central management of digital cards in **air&me**



CUSTOMER  
SEGMENTATION



ADDRESSED  
OFFERS TO  
CUSTOMERS



DIGITAL LOYALTY  
CARDS

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

## UNI HOBBY a.s.

UNI HOBBY is a czech chain of hobby stores that offers a wide range of products for home and garden. The company is part of the UNIMEX GROUP, a.s. concern. UNI HOBBY opened its first hobby market in 2010. Currently, the company operates ten large-scale stores throughout the Czech Republic and its headquarters in Prague. There are four sections in each store - construction, garden, housing and technology.

[www.unihobby.cz](http://www.unihobby.cz)

