



## Company profile and success stories

Don't just talk about customer experience. Create it!

### Contact

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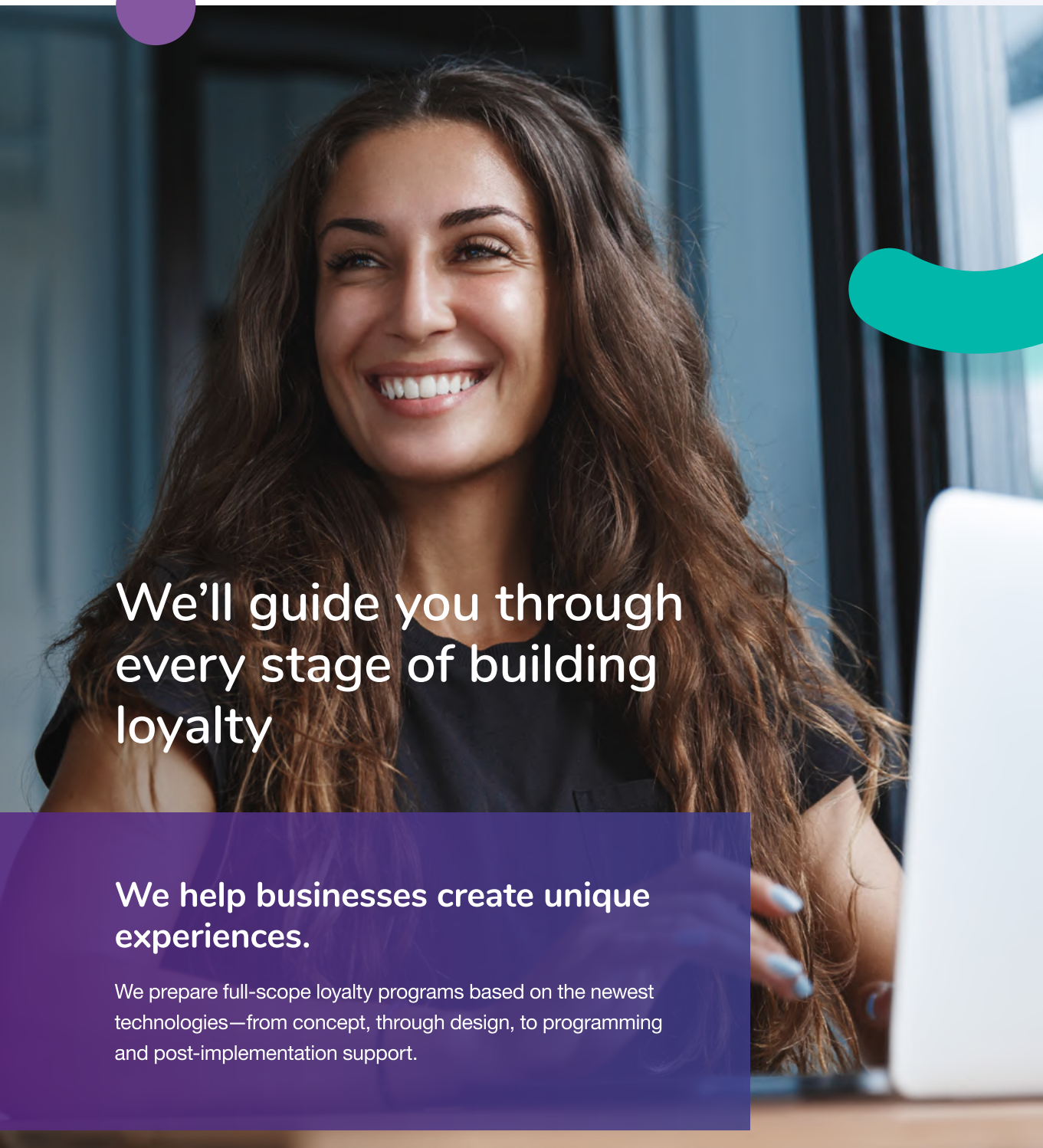
[www.welcome.getloyalty.me](http://www.welcome.getloyalty.me)





## Company profile

# Getloyalty



We'll guide you through every stage of building loyalty

**We help businesses create unique experiences.**

We prepare full-scope loyalty programs based on the newest technologies—from concept, through design, to programming and post-implementation support.

## About us

# Mission and vision

**Together with our customers and business partners, we create unique customer experience. Together we win.**

We are a Polish company in the field of marketing and technology with many years of experience in building and managing loyalty and data marketing.

We have created an advanced loyalty and marketing system, which we have been developing steadily for over six years. We supply the system to domestic customers and we are working on expanding into foreign markets.

We are experts in the fields of loyalty, customer relationship management, customer experience, shopper marketing and communication. We create solutions that engage customers and inspire them to act, and implement them effectively. We incorporate strategic thinking and creativity in everything we do, applying new technologies and tools from the field of social media, mobile marketing, and the Internet. And we don't overlook traditional media.

Through more than ten years of experience in running our own marketing agency and software house, we can execute projects on our own - from concept, through design, to software development and post-im-

plementation support. As part of our R&D activities, we collaborate with scientists from the University of Warsaw (including Prof. Jan Krzysztof Stencel and PhD Tomasz Gackowski) on areas that include consumer self-segmentation based on data from social media profiles, and we work with the Innovative Economic Development Forum.

The high potential for innovation is also reflected in our track record of successfully applying for EU grants.



## Mission

To break new ground in the areas of loyalty and customer experience, by means of unique and innovative digital marketing platforms.

## Vision

We have a desire to work with ambitious and innovative businesses, entrepreneurs, and teams whose goal is to improve customer satisfaction quickly and sustainably. Together we can achieve results that have a direct impact on improving financial performance and increasing customer satisfaction and engagement.



# Experience

## Our specialization

We are experts in loyalty, customer relationship management and customer experience

In developing our service offering, we focus on the latest trends in loyalty strategies that are based on key success factors for loyalty program implementation:



**Enhancing consumer convenience**



**Ensuring a feeling of uniqueness**

by creating a positive brand experience



**Guarantee of security**

and full customer control over personal data



## Contemporary trends in loyalty strategies



### Emotional loyalty

Bringing together behavioral, emotional, and rational factors in a loyalty program and combining it with instant gratification for all types of interactions, while engaging program members not only through rewards but also through unique experiences ("money can't buy").



### Big Data & AI

Collecting, monitoring, and using consumer data from each brand touchpoint to predict consumer behaviour, personalize communication and offers, and meet individualized needs.



### Cryptocurrencies & Blockchain

The use of blockchain technology to decentralize databases in order to ensure a higher level of security in loyalty program database operations; introduction of a universal currency in relation to the redemption of loyalty program reward points.



### Omnichannel & Touchpoints

Connecting all the ways and points of contact with the brand, providing participants of loyalty programs with a uniform, positive experience with the brand, along with the freedom to choose the offer, the communications channel, as well as loyalty program rewards.



### Multifunctional mobile apps

applications are increasingly becoming not just a virtual loyalty card but a tool for shopping, two-way communication between customer and brand, as well as a source of information that's readily available to the consumer. In addition, they are increasingly combining the use of loyalty program benefits with a payment option, while providing access to virtual assistants or chatbots that enable consumers to obtain an immediate answer to their queries.



### Hyper-personalization

customization of communication, offers and rewards in loyalty programs, taking into consideration individual behavior and preferences of program participants.



### Real time marketing

Automating marketing operations tailored to a loyalty program participant's preferences, time, and location.



## 70% of adult

consumers in the EU participate in at least one loyalty program.

**63% of people** adjust their spending to maximize loyalty rewards.

### 95% of people

want to engage in loyalty programs via new technologies.

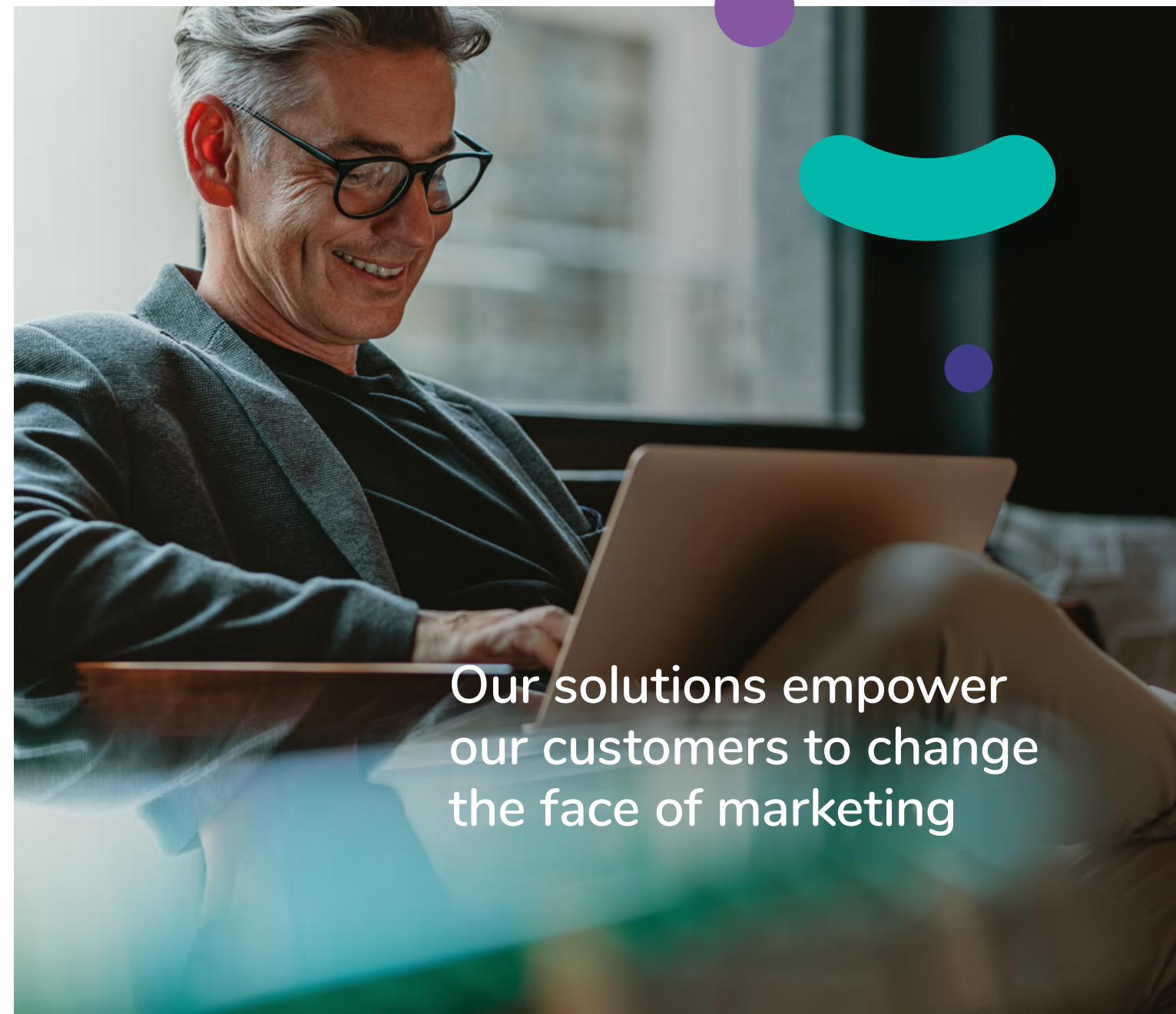
### 81% of people

say that if they are emotionally connected to a brand, they will recommend the product to family and friends, and will spend more themselves.

## Case studies Selected projects

### Explore success stories

See how we help our customers achieve their goals and beyond. Building success is what we do every day.



Our solutions empower  
our customers to change  
the face of marketing



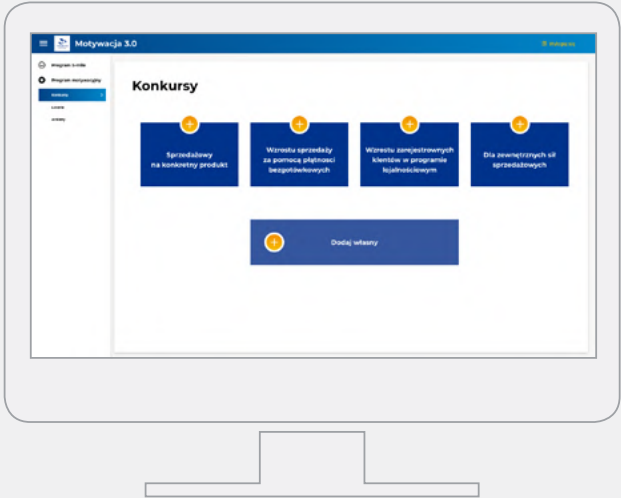
# A loyalty, marketing and motivation platform

for sales teams and a system for handling promotional lotteries

01

## Challenges

- To boost player interest in the current offer.
- Acquire new players interested in participating in promotional games and lotteries.
- Increase sales team involvement in direct contact with players.
- Obtain contact details of players and enable direct communication in various forms.



28,000+  
points of sale



02

## Solution

As part of our agreement with the customer, we are responsible for conducting a pre-implementation analysis, including a strategy for loyalty program implementation across the entire brick-and-mortar and online network, as well as designing, developing, and implementing the following solutions:

- B2C loyalty and marketing platform for players.
- A platform designed to build motivational programs for sales teams (own and partnership/ franchise).
- System for handling promotional lotteries.

## The agreement also assumes

- Integration with our customer's sales systems in brick-and-mortar lottery outlets (in-store sales) and online Lotto platforms.
- Providing technical support for the promotional lottery system.
- Providing expert advice on program rules and marketing actions generated through our proprietary platform.



# FMCG loyalty and promotion platform

with mobile application "hop&shop"

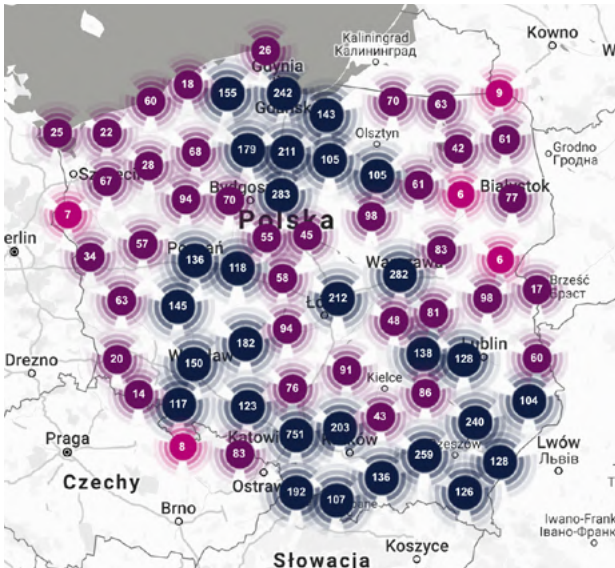
01

Challenges

- To inform consumers about promotions created directly by FMCG manufacturers and available in local unaffiliated retail shops (10,000+ shops) across Poland.
- To enable the establishment of a loyalty program for consumers who purchase products of specific FMCG brands.
- To provide consumers with the ability to submit shopping lists in local retail shops with the "click&collect" option or with delivery.

10 000+  
points of sale

Client  
Comp



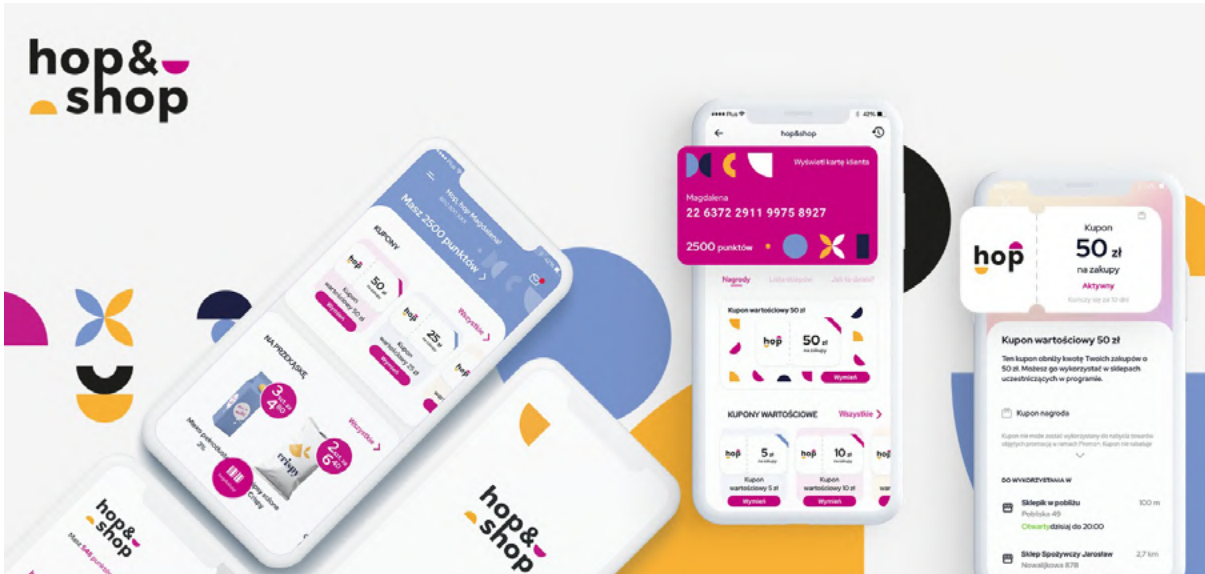
## 12 FMCG companies benefit from the program





# FMCG loyalty and promotion platform

with mobile application "hop&shop"



02

## Solution

We created a loyalty and promotion platform (design, implementation, development) with an action management panel, in over 10,000 local unaffiliated shops:

- Management of a network of over 10,000 local retail shops.
- Ability to create a loyalty program that rewards customers for buying specific FMCG goods of a given brand.
- Control panel allowing for the creation of FMCG brand promotions that are remotely generated and automatically settled at online checkouts.
- Cooperation with Ruch brand newsstands on promotions across Poland.
- Ability to create multiple promotions and cross promotions between local retail shops and the food and drinks industry.
- Easy setup by "clicking" (no need for programming).
- Real-time marketing automation scenarios for consumers, with the use of geofencing.
- Implementation of cross-promotions with external partners using promotional codes.
- Connection to a database of products purchased by consumers in retail shops, with full product details as contained in the EAN code.
- Ability of advanced consumer segmentation based on a wide range of consumer criteria and purchasing behavior.
- Comprehensive analysis of consumer purchasing behavior (what, when, and where they buy) with a full view of the consumer's buying history.

## Conducted Integrations

- Microsoft Azure platform.
- Novitus and Elzab online cash registers.
- M/platform integrating tools and services supporting retail shop operations, including the Promo+ solution, which provides access to promotions offered directly by FMCG manufacturers while maintaining the retailer's own margin through refunds obtained from manufacturers.

## 12 FMCG companies benefit from the program



# FMCG loyalty and promotion platform

with mobile application "hop&shop"



## A Solution for Retailers

03

We created a mobile app for consumers and over 10,000 local unaffiliated retail shops:

- Management of services offered by the shop (e.g. available payment methods, order processing).
- Ability to subscribe to new campaigns/services.
- Management of customer orders with automatic customer notification at various stages of order processing.
- Communication with consumers (via chat, SMS, push).
- Management of active M/promo+ promotions from FMCG manufacturers (calculated automatically at online checkouts).



## A Solution for Consumers

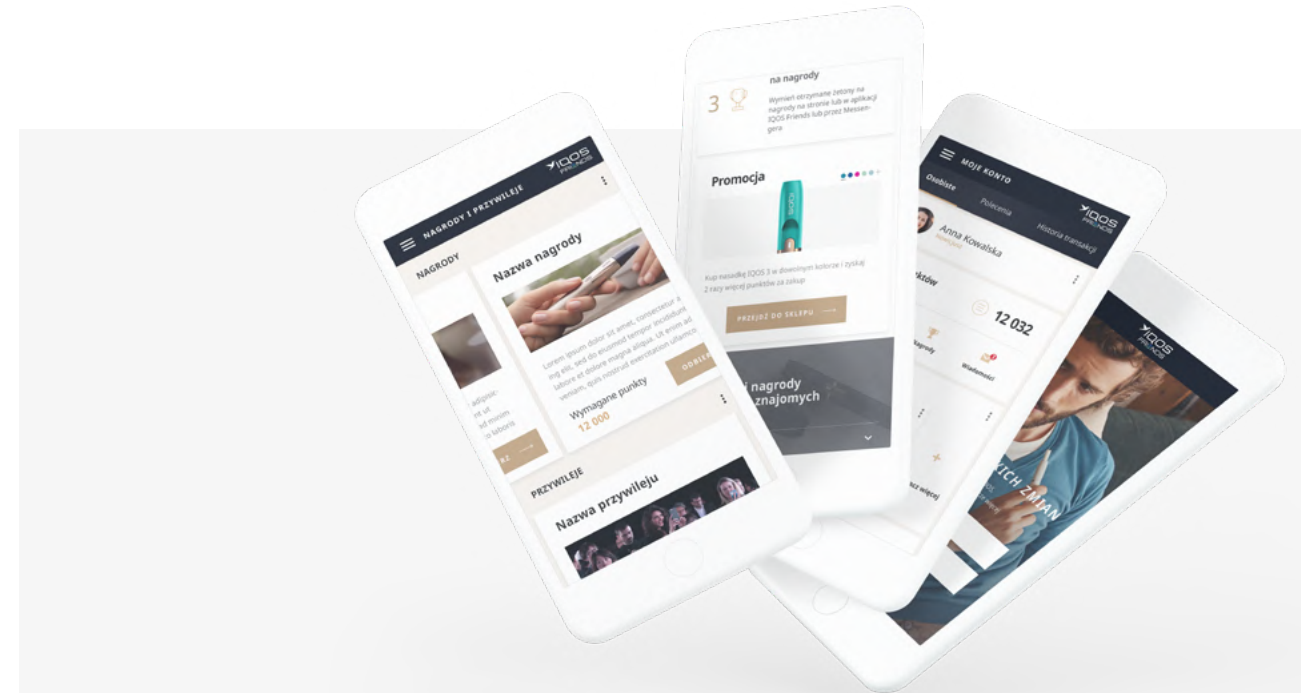
04

- A virtual loyalty card for members that enables automatic execution of marketing automation scenarios during transactions, as set by FMCG manufacturers or retail shops.
- Presentation of active M/promo+ promotions from FMCG manufacturers (calculated automatically at online checkouts).
- Real-time implementation of "buy and get", "buy and redeem later" offers.
- Creation of shopping lists in local retail shops with a "pick-up/delivery" option and automatic notifications of changes in the order processing status.
- Search engine for nearby shops with a map and filtering options (available M/Promo+ promotions, addresses, opening hours, payment method, order processing).



# IQOS CLUB Poland loyalty programme

strategic consulting, creation, and digital service



## Challenges

01

**Establishing a durable emotional connection between users of IQOS products and the brand through an attractive loyalty program that combines loyalty features with customer care services.**

- To achieve high conversion levels of participants in the existing IQOS Friends referral program to the new loyalty program.
- Provide long-term growth in IQOS sales through increased referrals of potential users by existing users, while evolving channels from offline to digital.
- Increase customer lifetime value by boosting sales of IQOS accessories.

**940.000+**  
users

**Client**



## Solution

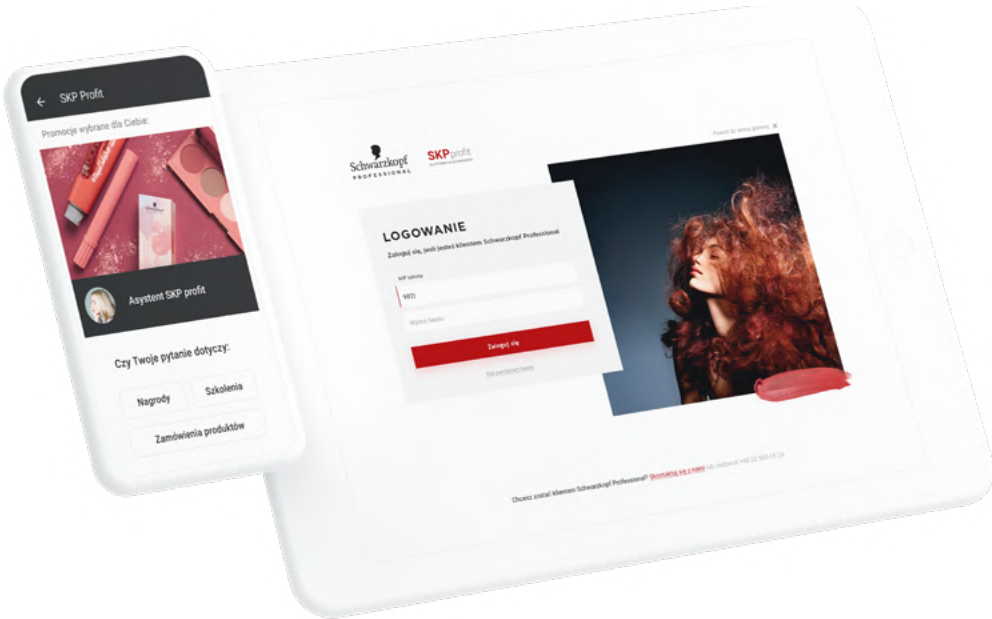
02

- Developing a strategic concept for the loyalty program and formulating themes for the IQOS CLUB.
- Creating a communication concept that combines emotional and transactional elements along with a “key headline” concept for the loyalty program, taking into account the brand DNA.
- Developing loyalty program UX and architecture (mobile, desktop).
- Design, creation, and execution of a loyalty program launch campaign (email campaign; film production; creative design, development and hosting of a dedicated landing page; maintenance of consumer contests and sweepstakes).
- Consultation and ongoing support for the loyalty program (creation + CMS support).
- Content marketing, as well as creative design and programming work for the needs of digital communication (email, newsletters, articles, landing pages).
- Ideation and execution of engaging solutions in line with current trends for loyalty program participants, in compliance with all legal requirements.



# SKP Profit incentive and loyalty platform with training module and mobile app

for Schwarzkopf Professional hair salons



## 01

### Challenges

- Enhance the attractiveness of the offer and boost sales of Schwarzkopf Professional products at 259 partner salons whilst decreasing the number of orders for competitor products.
- Strengthen hairdressers' commitment to the brand and their engagement in recommendations of the products to their salon clients.
- Increase the resale of Schwarzkopf Professional products in hair salons.
- Create a new chain of communication between the brand and owners of the hair salon.
- Ensure hairdressers have a consistently high level of knowledge about the brand's products, hairdressing techniques and industry innovations and trends
- Automate and boost the effectiveness of training.
- Provide access to training materials for customers who have not yet established a working relationship with the brand.
- Reinforce the brand's image as a business partner that cares about the development of its customers.

**459**  
Salonów  
fryzjerskich

**Client**  
  
Schwarzkopf®  
PROFESSIONAL



## 02

### Solution

**We created a web platform with a loyalty programme and a mobile application for 459 partner hair salons:**

- Developing a strategic concept for the loyalty program that features a mechanism that supports product exclusions, categorisation and geographical segmentation of participants and loyalty point statuses based on the salons' invoice payments.
- Graphic design (UI) for the platform and mobile application.
- Creator of marketing scenarios for promotional campaigns of the brand's products linked to the current product database and inventory levels.
- Design and delivery of IT infrastructure and hosting of the platform.
- Integration with SAP software to ensure daily updates of databases for products, stock levels, partner store statuses, invoice payments.
- Continuous consultation services regarding platform development in line with modern trends in loyalty.

**SKP Profit platform awarded as the best digital project by Henkel Poland (Henkel Award)**

Arrangements are currently being made to implement it in other EU countries and extend it to a mobile application.

  
Schwarzkopf®  
PROFESSIONAL



# Loyalty platform with OCR technology for an ice cream shop chain and a mobile application for consumers



01

## Challenges

- Catch up to a competitor that has implemented a loyalty program with a mobile application, in a short period of time.
- Build an image of a progressive company in the age of digital transformation.



**36**  
points of sales

**Client**  
**BOŠKO**



02

## Solution

- Conduct a pre-implementation analysis in a workshop format.
- Develop a concept for a loyalty program with registration of transactions by scanning a receipt using a mobile application (OCR), a catalogue of physical rewards, and the option to convert points into cash-equivalent funds on a gift card.
- Prepare a module for personalized communication with consumers (SMS, e-mail, push messages in the mobile application) with the ability to filter recipients and schedule message delivery.
- Create a panel for managing promotions and daily offers adjusted individually for each ice cream shop.
- Prepare a module in the mobile application displaying real-time availability of individual flavours in all ice cream shops.
- A module for creating marketing automation campaigns that take into account customer parameters and their purchasing behavior.

BOŠKO

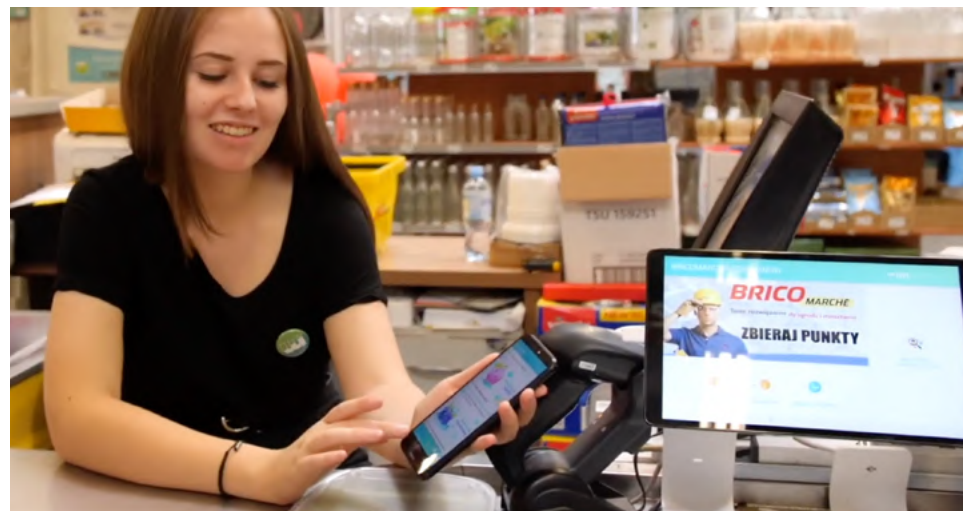
# Platform for the development of independent loyalty programs with the MintCloud application

for SME companies

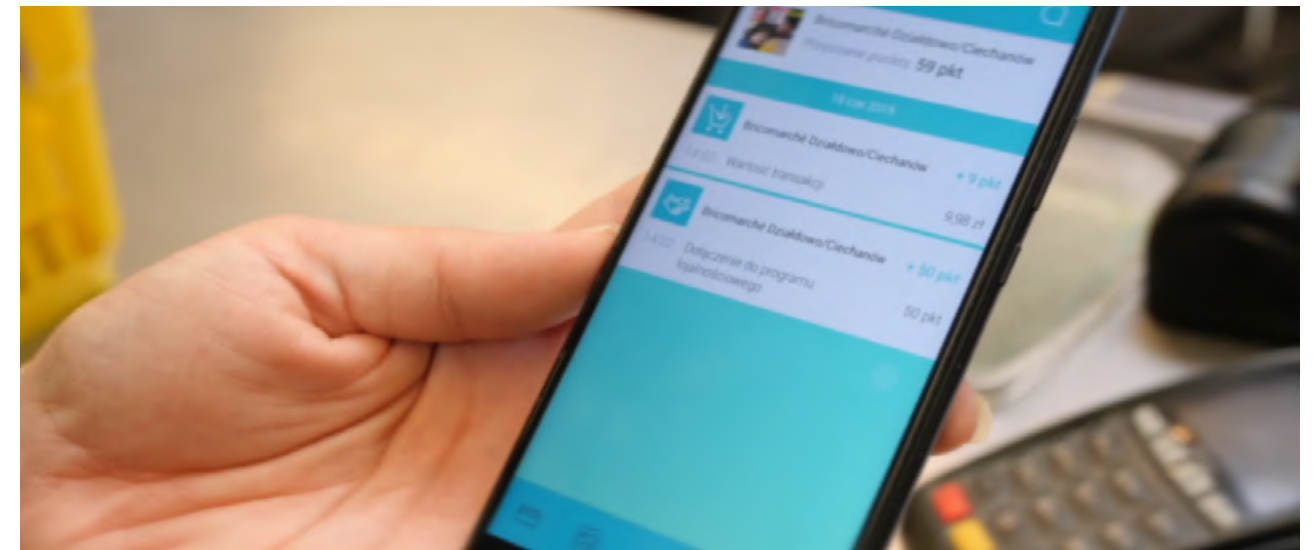
## 01

### Challenges

- Provide consumers with a single shopping application that combines loyalty card storage, delivery of promotional gazettes, as well as the ability to create shopping lists, track spending, and set budgets.
- Provide SME companies with a tool to create their own loyalty programs with a mobile application.



Client  
mintcloud



## 02

### A Solution for Retailers

We have developed the MintCloud platform to create independent loyalty programs with a mobile application

- Record customer profile and transaction data on tablets at checkouts or in the mobile application (OCR) with verification of transactions (fraud detection).
- Awarding of loyalty points with the option of "freezing" for the duration of a refund period, as well as the ability to set discount thresholds or virtual stickers for purchases.
- Management of rewards with the option of collection at the point of sale or via home delivery, as well as online rewards and cash-back with the option of transfer to a gift card.
- Creation of individual customer segments based on data and parameters that take into account purchasing behavior.
- Sending targeted SMS communication and push notifications via mobile application.
- Generation of personalized and automated promotional campaigns.
- Analysis with the ability to generate reports on loyalty program results.
- Displaying of external websites and promotional gazettes in the mobile application.

mintcloud



# "Winning at Home" mobile app

01

## Challenges

- Encourage Poles to comply with COVID-related restrictions.
- Provide people isolating at home with an engaging solution modelled on mobile games.
- Build a sense of social inclusion and enhance the reputation of participating brands by incorporating the activities into CSR initiatives.



02

## A Solution for Retailers

A "Winning at Home" mobile app that uses a mechanism to reward users for completing tasks such as watering and growing flowers

- Create a game using loyalty mechanisms by completing tasks and winning guaranteed prizes or lottery tickets.
- Prepare daily and weekly raffle mechanisms.
- Application of user geolocation based on three pillars — GPS, phone logging stations (BTS) and wi-fi — for various tasks, enabling verification of a user's location at various stages of game participation.



# E-learning platform with an incentive program

for employees of car repair shops



01

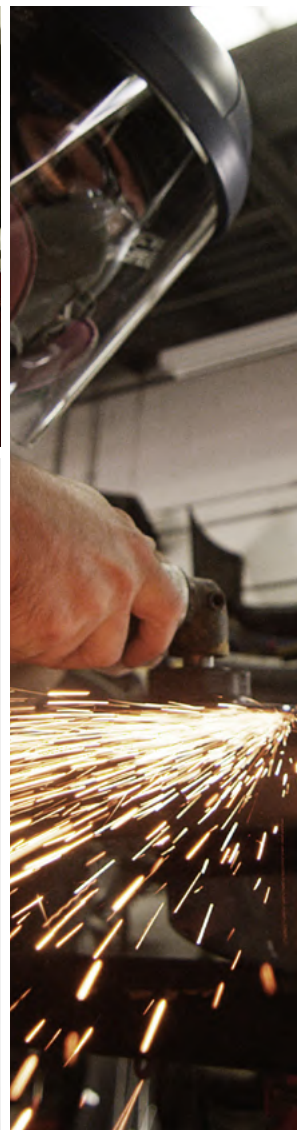
## Challenges

- Enhance awareness of 3M brand products among auto body workers and refinishers.
- Build the image of a brand that cares about the development of business partners.
- Strengthen the image of an innovative brand in the eyes of industry professionals.



**200+**  
car repair shops

**Client**  
**3M** Science.  
Applied to Life.™



02

## Solution

- Conduct a pre-implementation analysis.
- Develop a foundational concept that combine e-learning, competition, and incentive program features for over 1000 auto body workers and refinishers from more than 250 garages that carry 3M products.
- Design the UX for the platform in both desktop and mobile versions.
- Develop platform architecture and database structure.
- Ideation and creation of UI in RWD technology.
- Test and implementation of the platform and CMS.
- Prepare a module for creating automatic surveys that verify awareness levels.
- Prepare an automatic questionnaire module to verify knowledge obtained via training courses, along with a feature that allows earning points in an incentive program.



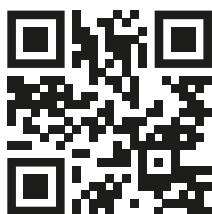




Find out more



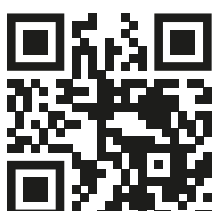
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Client



Become our  
Partner



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Case studies

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