

All use cases for the mobile wallet

Digitize loyalty cards, coupons, e-tickets and more!



Captain Wallet
by Brevo

Introduction

With more than 17 million active cards, the mobile wallet offers brands a whole range of possibilities! Whether you want to transform a loyalty card, coupon, e-ticket, a Click & Collect receipt or a Boarding pass into a real communication channel, the mobile wallet appeals to business in all sectors.

Discover all the different mobile wallet use cases in this book! And these are not the only ones... As they say: «The sky is the limit!»

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Loyalty card

in the mobile wallet

What if I told you that you can offer your customers the possibility of always having your brand's loyalty card in their pocket or rather on their mobile phones?

Useful, practical, easy, the loyalty card in the mobile wallet is much **more than a dematerialized card.**

A true relational channel. Effectively communicate all your loyalty program offers to your member customers. **Or inform them in real time** of their new balance of points or available vouchers. How? With push notifications!



We estimate the ROI of the mobile wallet at 36.5. A superb result which made it possible to generate +3% on Maison 123's total revenue.

Marc-Antoine Fremaux
CRM & Customer Knowledge Manager at Maison 123



Last/first name

Customizable banner

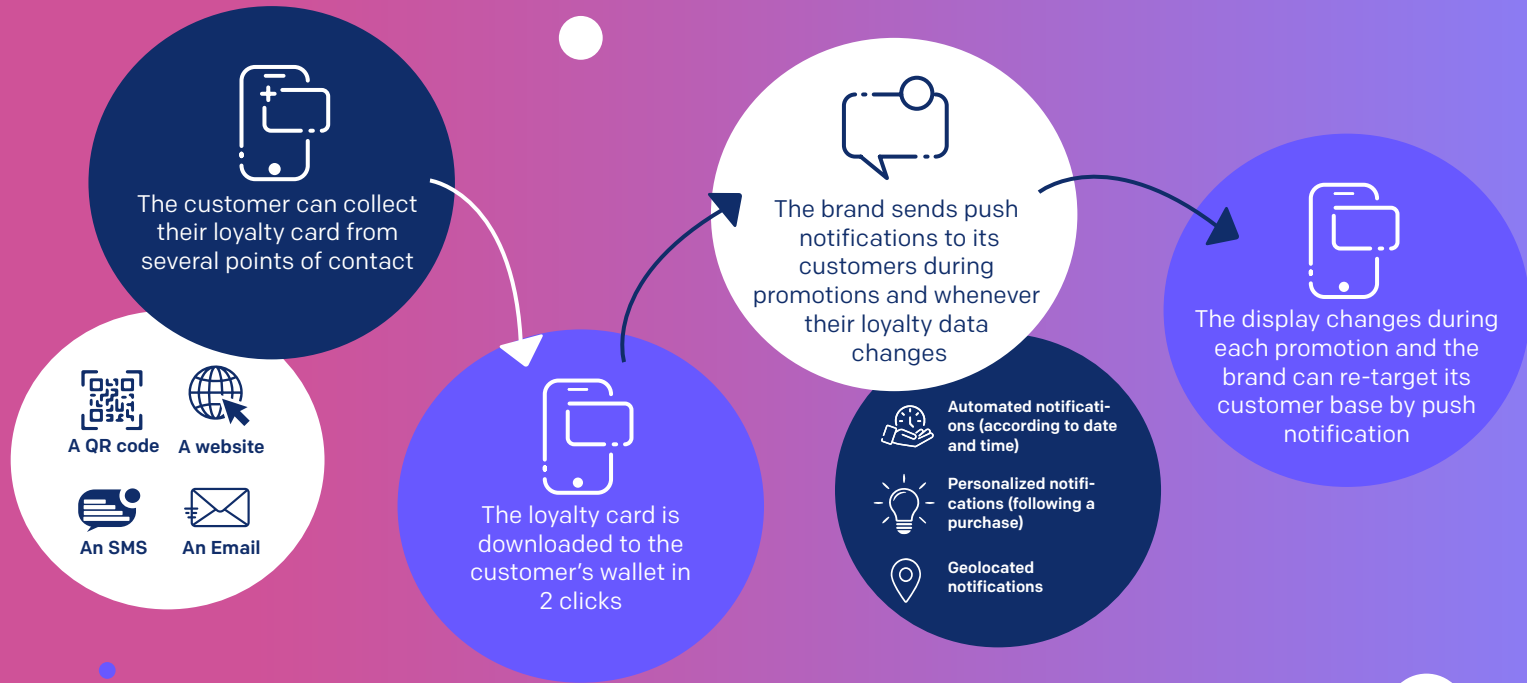
Customer status

Number of points

Barcode

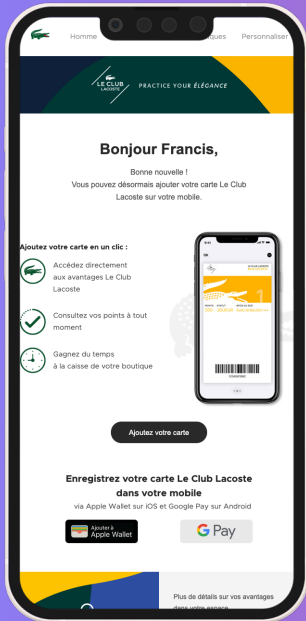
Loyalty card

Flowchart

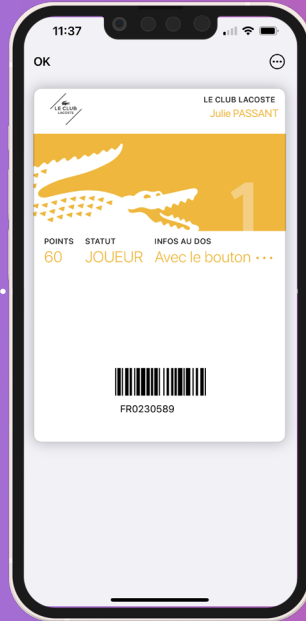


Loyalty card

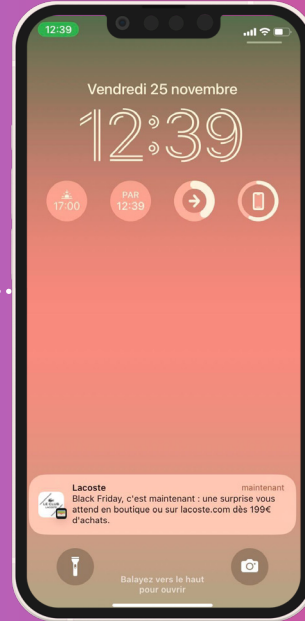
Example of a customer journey



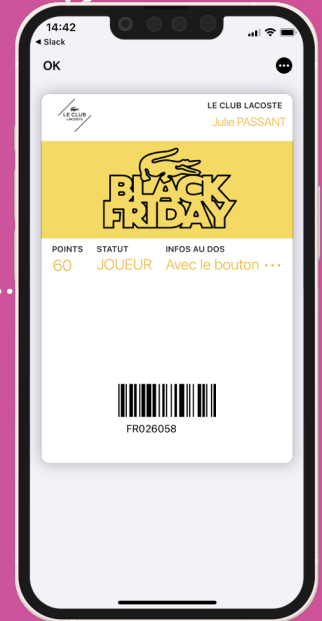
The customer collects his card via an email



The card is downloaded to the customer's wallet



The customer receives a push notification as soon as a promotion begins



The wallet card is updated with each new campaign

E-ticket

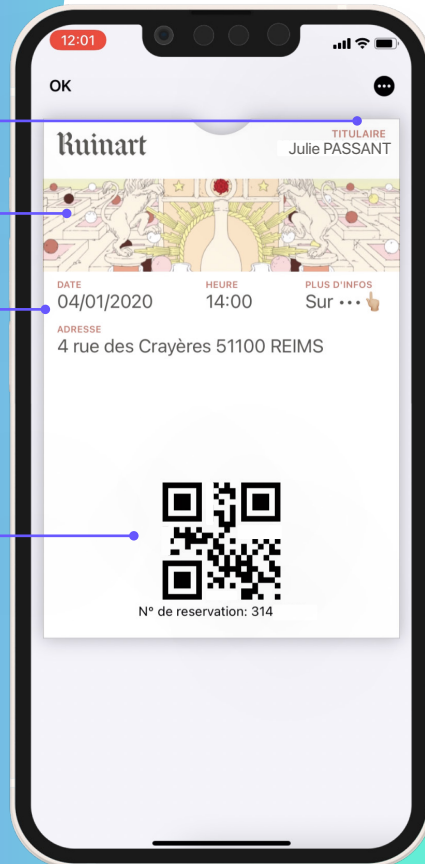
in the mobile wallet

Offer your event tickets, cinema tickets, reservations and more in the mobile wallet

Your customers no longer have to search in their mailbox for their ticket, they have it directly on their mobile device, in their wallet app.

A time saver for customers, but above all a powerful communication channel for brands who can communicate with their “walletized” customers by push notification! **Has the time of the event changed? Or has it been cancelled? Inform about it via push notification!**

Say so via push notification! And once the ticket expires, the wallet card evolves and becomes a relational card which allows you to keep in touch with your customers over the long term



Last/first name

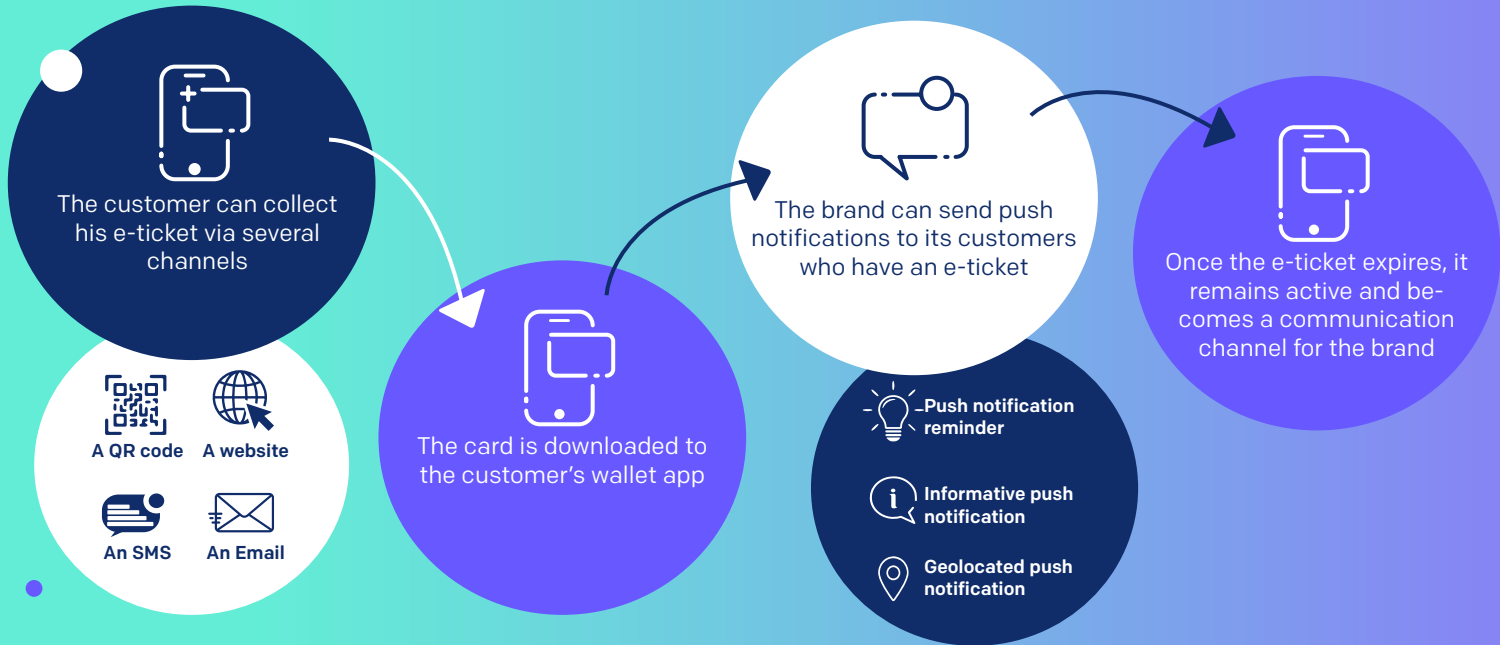
Customizable banner

Event information

QR code

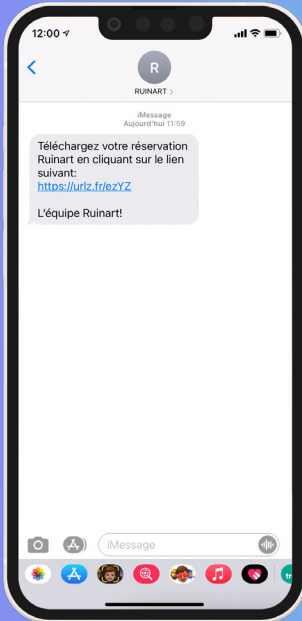
E-ticket

Flowchart

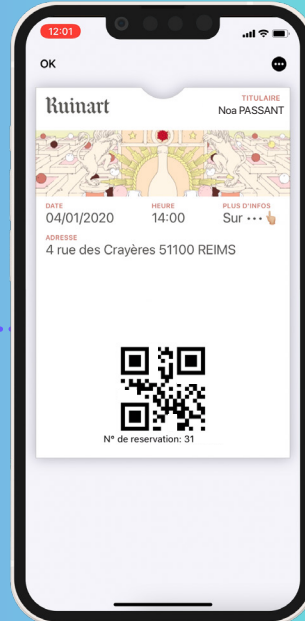


E-ticket

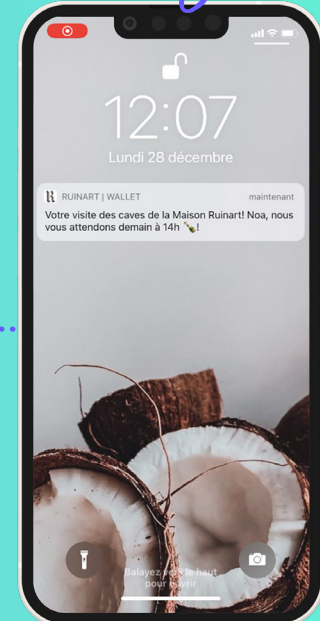
Example of a customer journey



The customer receives an SMS to download his e-ticket to his wallet



The e-ticket is downloaded to the customer's wallet



The customer receives a push notification before his appointment

Privilege card

in the mobile wallet

There is no need to have a loyalty program to properly use and operate the mobile wallet

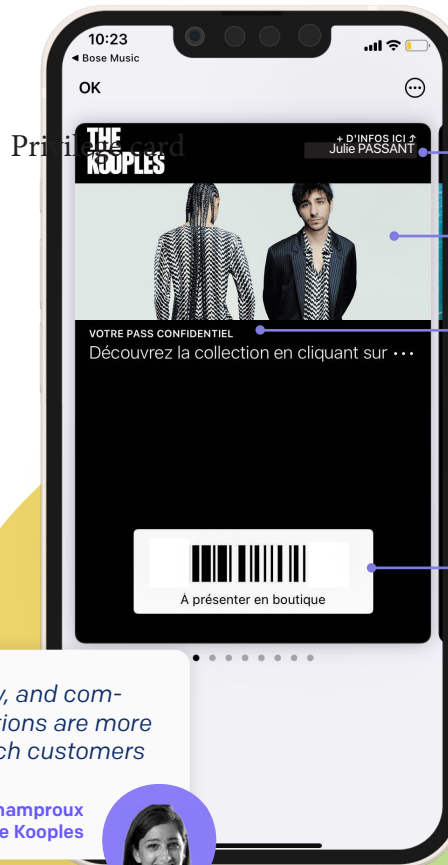
Target and re-target your customers by offering them a privilege, VIP, relational card (use the term that suits you) in the mobile wallet to push your special offers and news to them. All, directly by push notification.

Make the **wallet a real complementary communication channel**, with or without a loyalty program!



The mobile wallet allows us to reach our customers efficiently, and complements our 1-to-1 communication system. Our communications are more personalized thanks to push notifications and allow us to reach customers who are difficult to target using traditional channels.

Inès de Champroux
Customer Acquisition and Experience Manager at The Kooples



Last/first name

Customizable banner

Card Information

Barcode

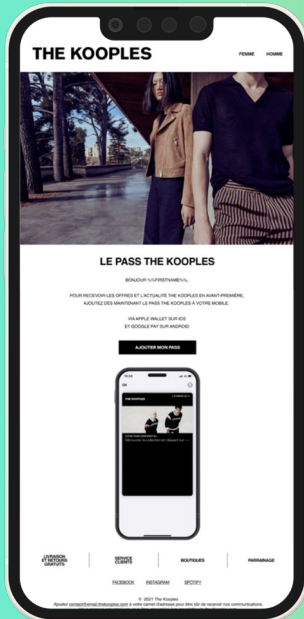
Privilege card

Flowchart



Privilege card

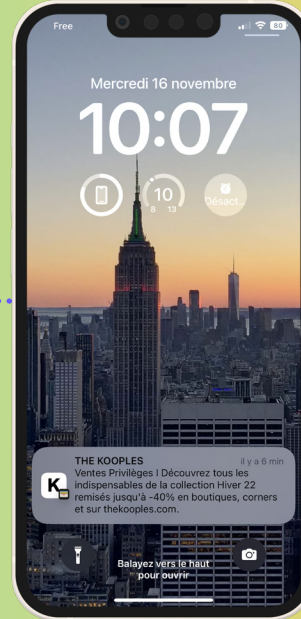
Example of a customer journey



The customer retrieves his card via an email



The wallet card is downloaded to the customer's wallet



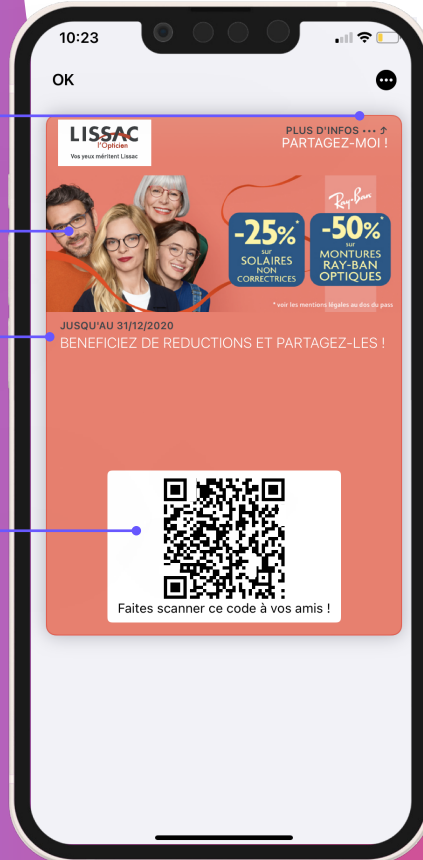
The customer receives a push notification as soon as a promotion begins



The wallet card is updated with the new campaign

The referral system

in the mobile wallet



Sharing link

Customizable banner

Current offer

QR code

Thanks to the sharing feature, you can offer your **sponsorship system on the mobile wallet**

The principle is simple: a wallet card for the sponsor on which there is a link which allows an offer to be shared.

The offer in the wallet is shared via the sponsor's preferred channel, which sends it to the sponsored friend.

The latter then has a wallet card allowing them to take advantage of the offer. It's that simple!

The referral system

Flowchart

For the sponsor



The sponsor can download his card to his wallet via different points of contact



The sponsor wishes to share the offer. He is redirected to a landing page



He chooses the channel through which he wishes to share the offer

For the sponsee



The sponsee can recover his wallet card from the link shared by the sponsor



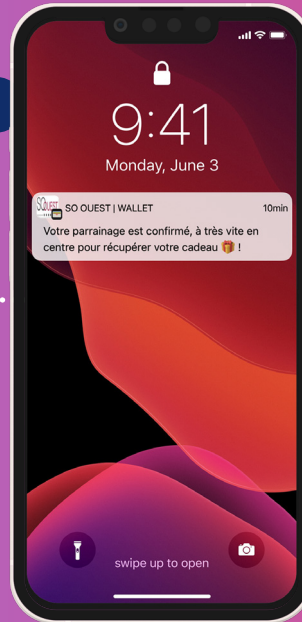
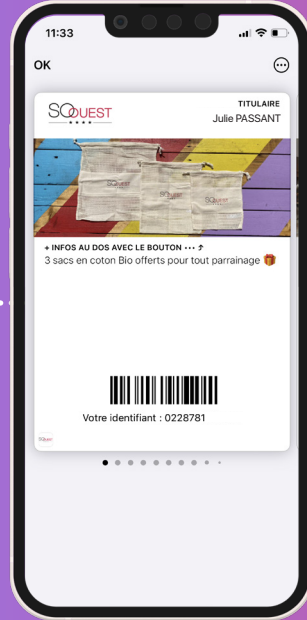
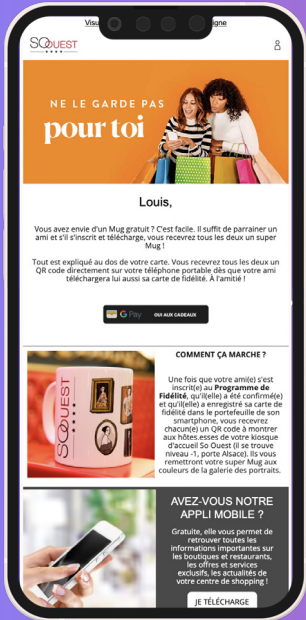
The sponsee's wallet card is downloaded to his mobile device



He benefits from the offer thanks to sharing the wallet card

The referral system

Example of a customer journey



The customer downloads his wallet card from an email

The customer has the option of sponsoring a third party

The sponsor is notified as soon as his sponsorship is confirmed

The wallet card is updated with the sponsorship offer

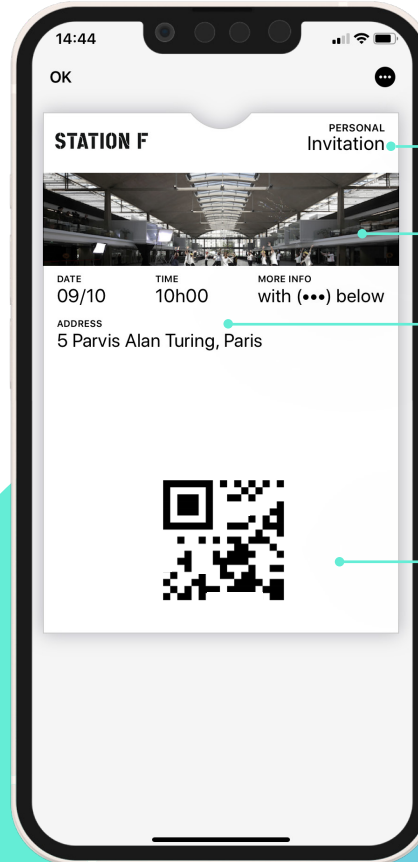
Access badge

in the mobile wallet

The wallet also allows you to **dematerialize access badges both for company employees and visitors**

An **ultra-practical** solution for badge holders who always have it with them on their mobile device and can easily access the premises, as the QR code allows them to open the security doors.

But it is also useful for the brand, it is possible to **notify them**. Practical for sending a reminder the day before an appointment or for welcoming visitors as soon as they arrive to the premises



Nature of the badge

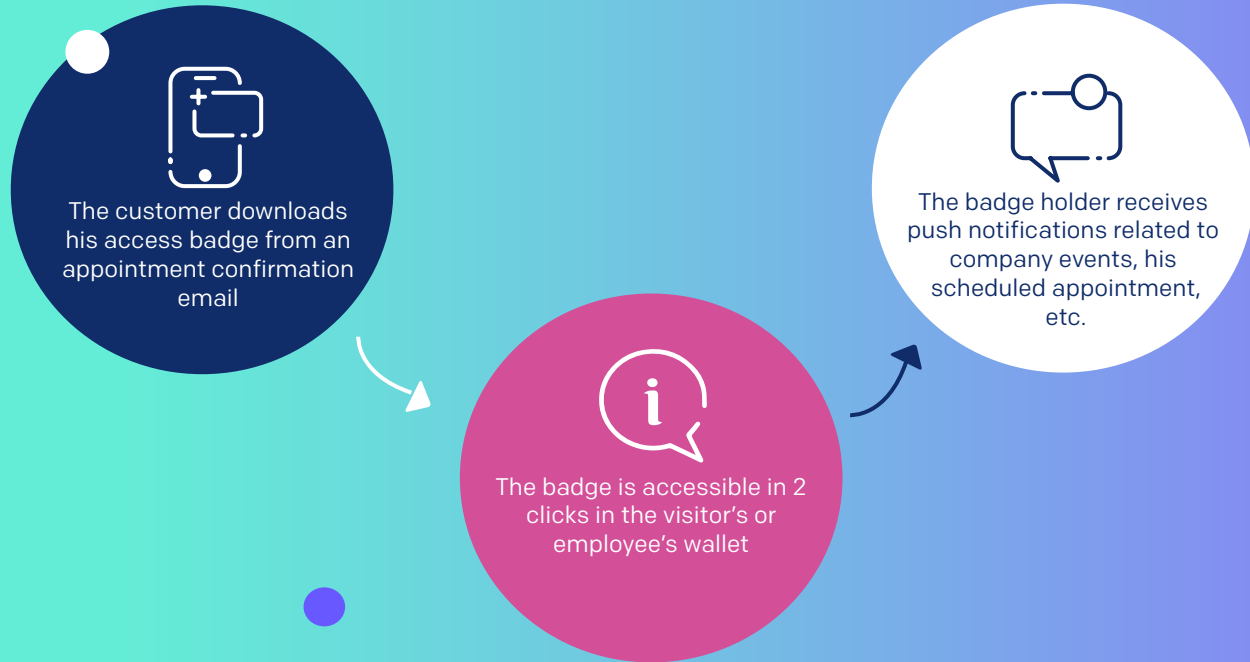
Customizable banner

Appointment information

QR code

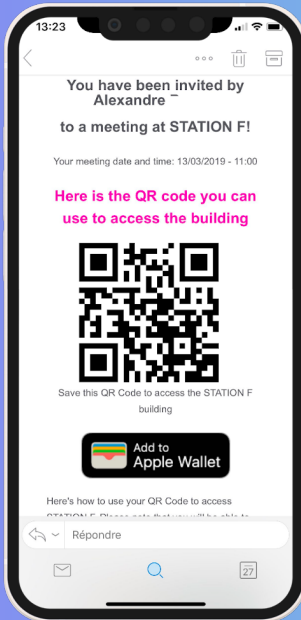
Access badge

Flowchart

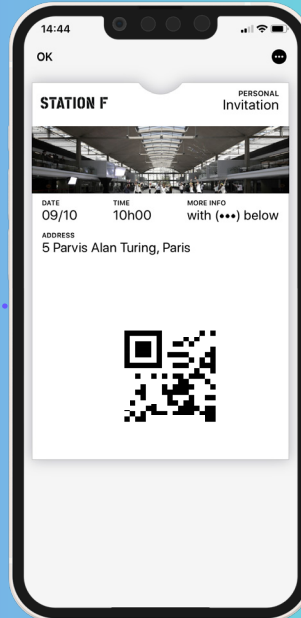


Access badge

Example of a customer journey



The customer collects his card via an email



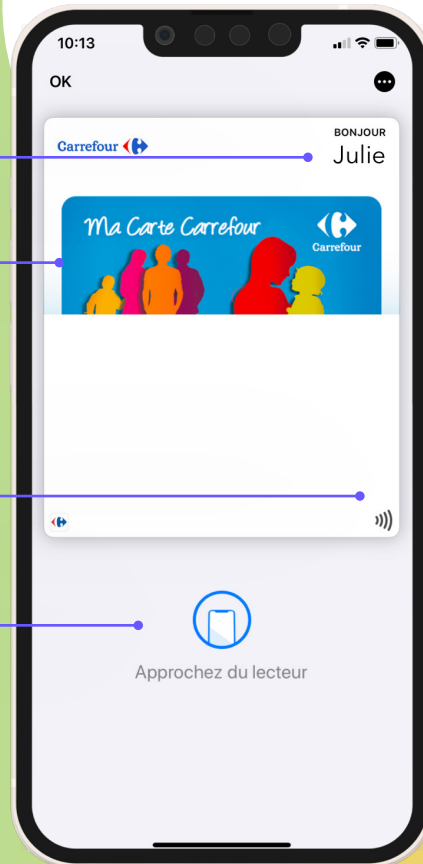
The wallet card is downloaded to the customer's wallet



The customer receives a push notification to remind him before his appointment

NFC loyalty card

in the mobile wallet



Customer name

Customizable banner

NFC card

Explanation of the operation

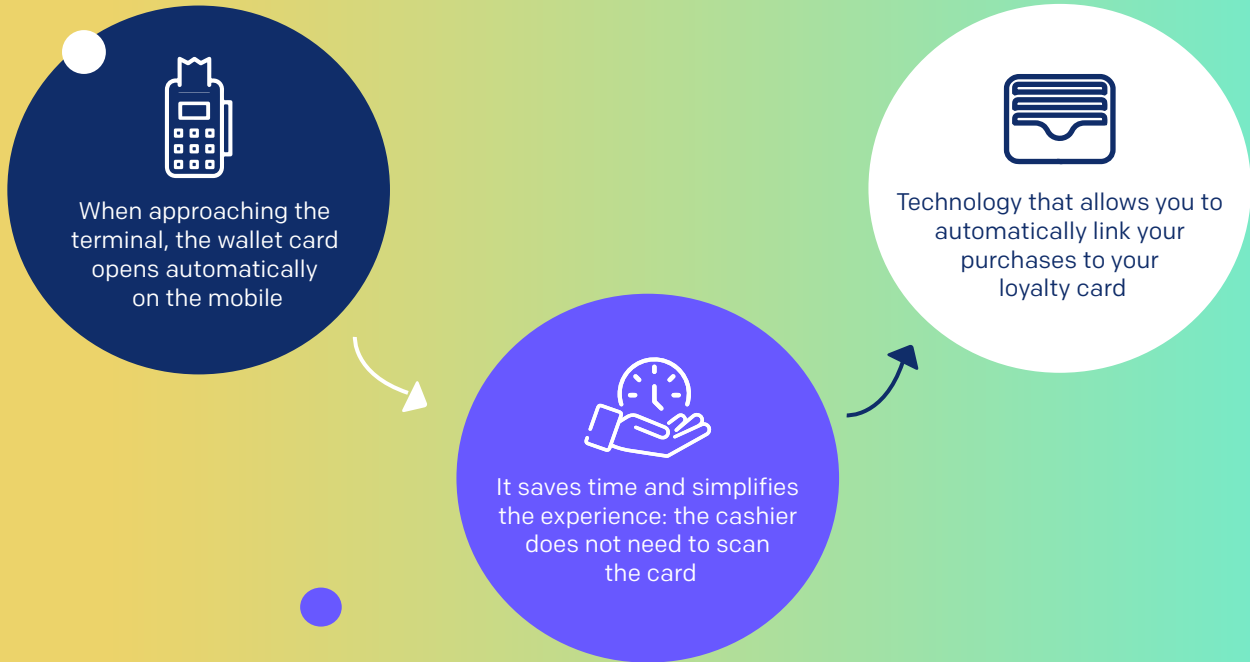
Equip wallet cards with NFC technology!

The user only has to **bring his phone close to the terminal** for the card to be displayed: this represents a **simplified customer experience and a saving of time** for the cashier who no longer needs to scan the card.

Technology that can also be **very practical in the hotel industry.**

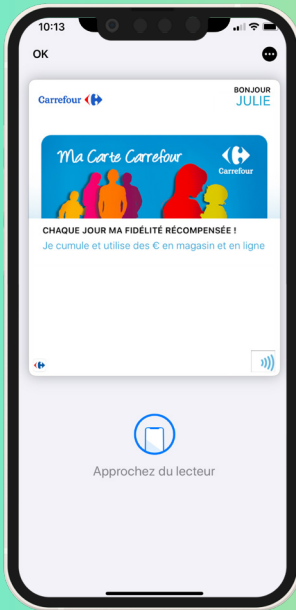
NFC loyalty card

Flowchart



NFC loyalty card

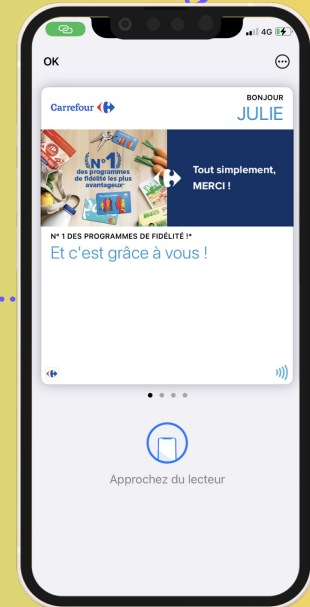
Example of a customer journey



The wallet card is downloaded to the customer's wallet



The customer receives a push notification as soon as a promotion begins



The wallet card is updated with the new campaign

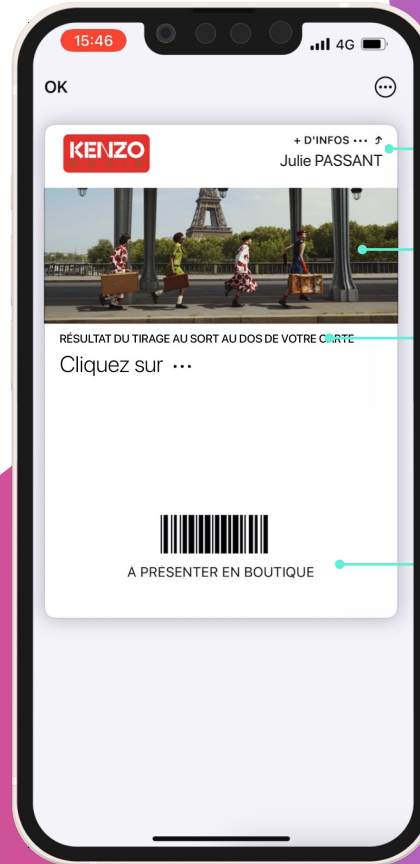
Your competitions

in the mobile wallet

Make your wallet card fun and entertaining and **organize contests via the wallet**

The idea is simple: the customers collect their card in store or online, they fill in their information via a form from which you retrieve the information, the card is downloaded, the registration is retrieved!

The winner(s) are then drawn at random and receive the competition results by push notification.



Last/first name

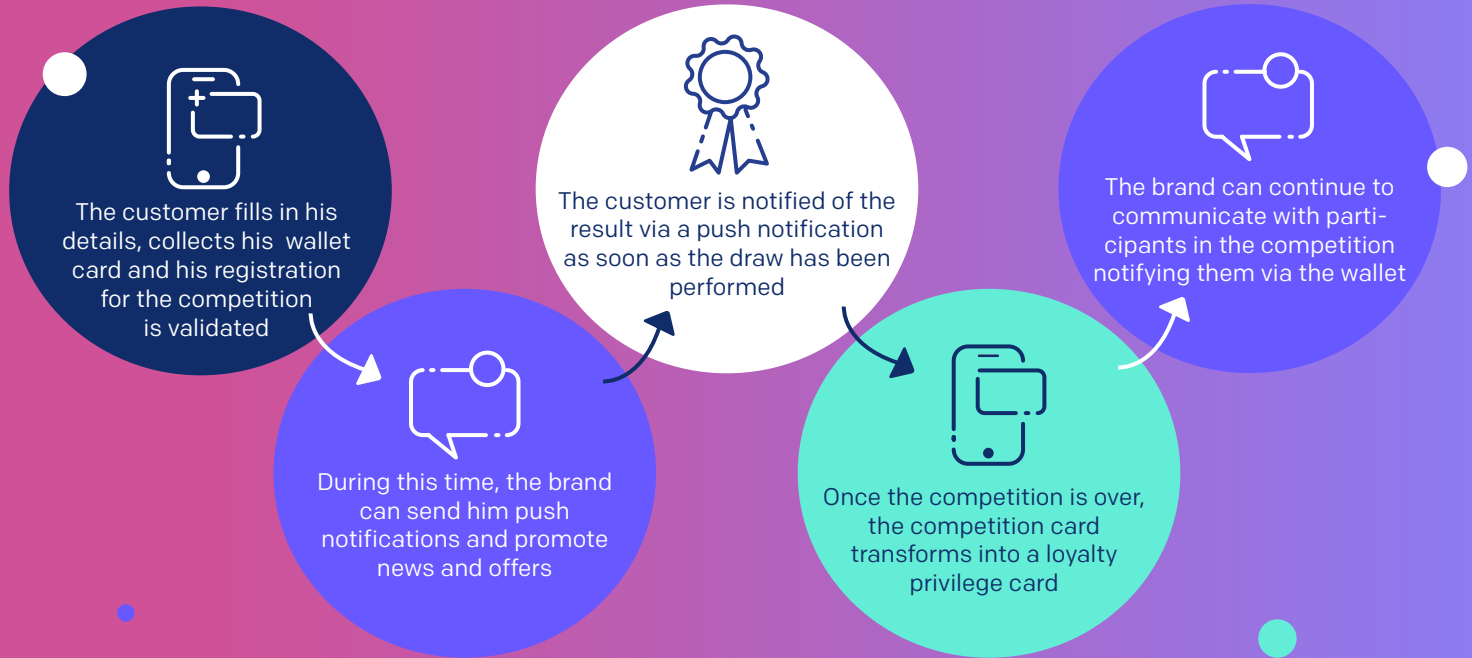
Banner

Card
Information

Barcode

Your competitions

Flowchart



Your competitions

Example of a customer journey



15:45 4G

INFORMATIONS CLIENT

Complétez le formulaire pour finaliser votre inscription

CIVILITÉ *
 Madame Monsieur

VOTRE PRÉNOM*

VOTRE NOM*

VOTRE ADRESSE EMAIL*

J'accepte de recevoir des offres et communications par e-mail de la part de KENZO

VOTRE NUMÉRO DE TÉLÉPHONE**

+33 - 6 12 34 56 78

J'accepte de recevoir des offres et communications par SMS de la part de KENZO

AA kenzo.captainwallet.com

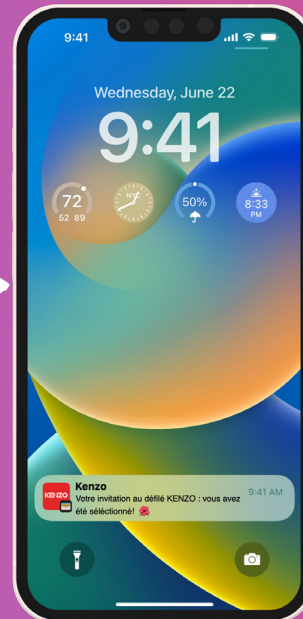
15:46 4G

OK

KENZO + D'INFOS ... Julie PASSANT

RESULTAT DU TIRAGE AU SORT AU DOS DE VOTRE CARTE
Cliquez sur ...

A PRÉSENTER EN BOUTIQUE



15:46 4G

OK

KENZO + D'INFOS ... Julie PASSANT

RESULTAT DU TIRAGE AU SORT AU DOS DE VOTRE CARTE
Cliquez sur ...

A PRÉSENTER EN BOUTIQUE

The customer scans to register for the competition

The customer fills out a form, the brand collects the data

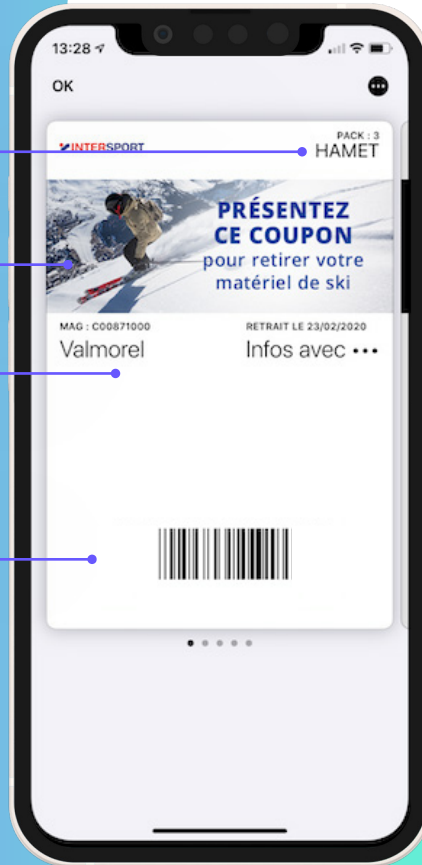
The wallet card is downloaded, the registration is validated

The customer receives a push notification as soon as the draw has been made

The wallet card is updated with the result of the competition

Click & Collect receipts

in the mobile wallet



Customer name

Customizable
banner

Collection
location

Barcode

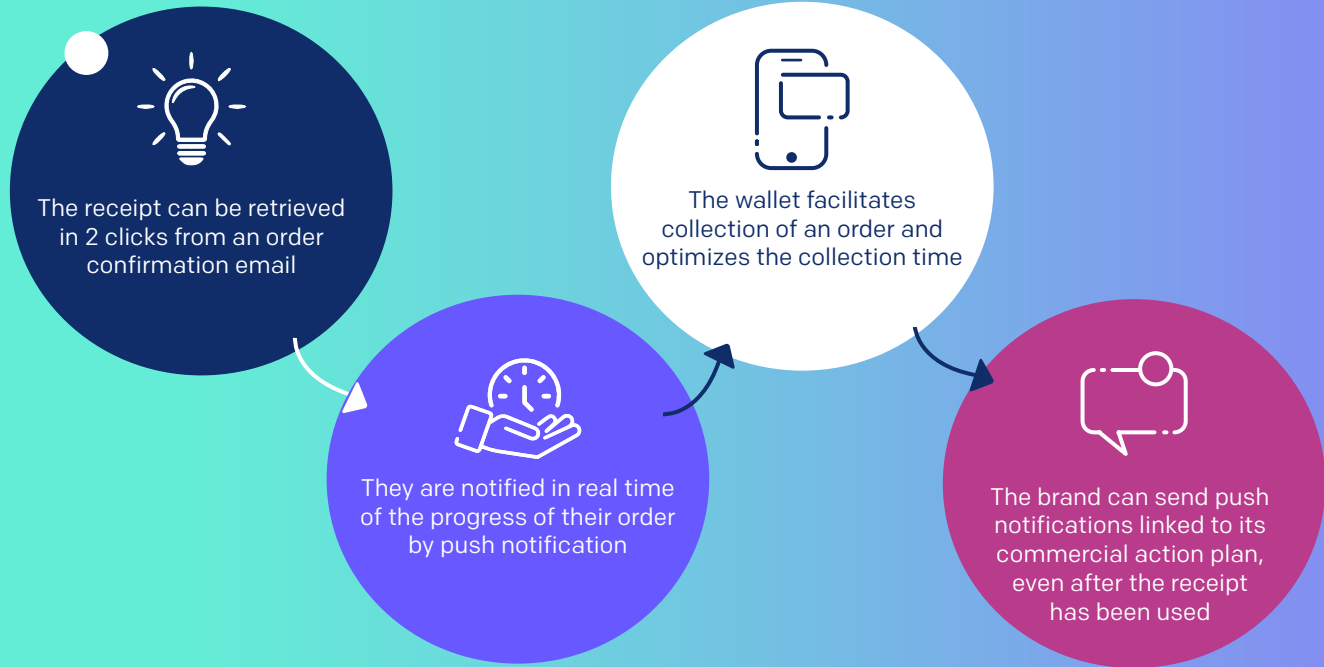
Offer them in the order confirmation email, the option to collect their receipt in just 2 clicks.

They can then be notified in real time of the progress of their order and **collect it quickly and easily in store.**

And the best thing? This receipt can subsequently be **transformed into a relational channel.** Take advantage of being on your customers' mobile phones to push them your news, offers, events, etc.

Click & Collect receipts

Flowchart

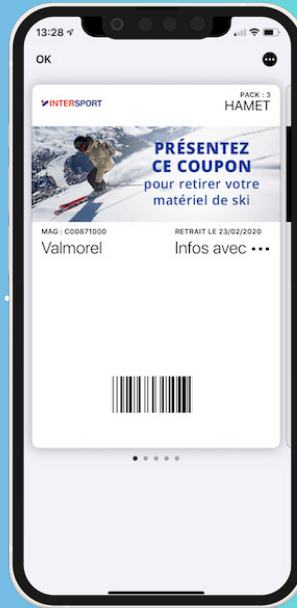


Click & Collect receipts

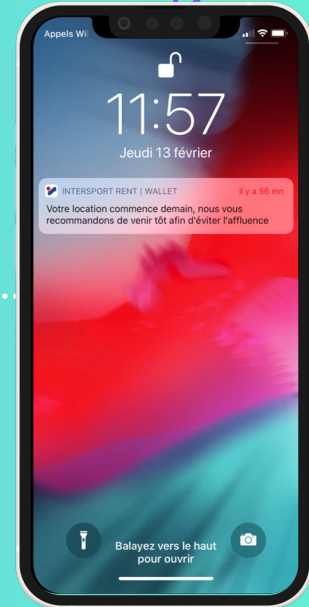
Example of a customer journey



The customer receives a confirmation email following his equipment reservation



The customer can access his click & collect receipt in his wallet



Intersport Rent sends automatic notifications to its "walletized" customers

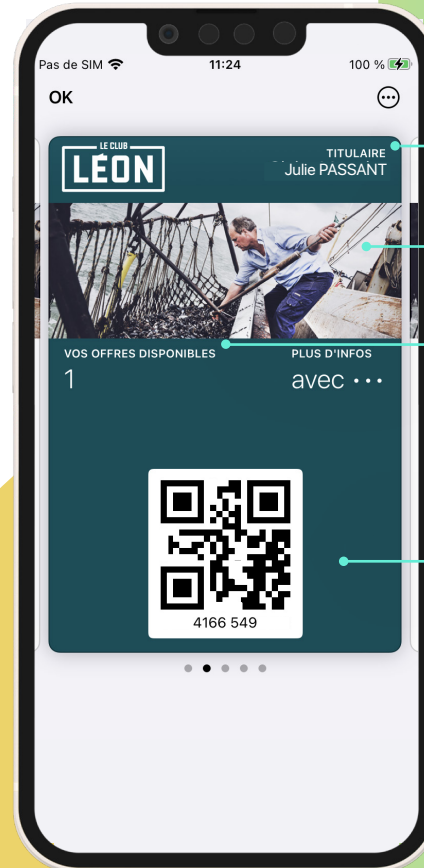
Coupon

in the mobile wallet

The mobile wallet can also accommodate discount vouchers.

A very effective way to **attract your customers to the point of sale, boost customer acquisition or even reactivate inactive customers.**

Once collected in his mobile wallet, **the customer can use the voucher in store or online** using a QR Code or a unique activation code. Once used, the offer expires but the card is **automatically updated and pushes a new offer.** The coupon then becomes an entry point for the brand which can once again push its communications and build long-term loyalty



Customer name

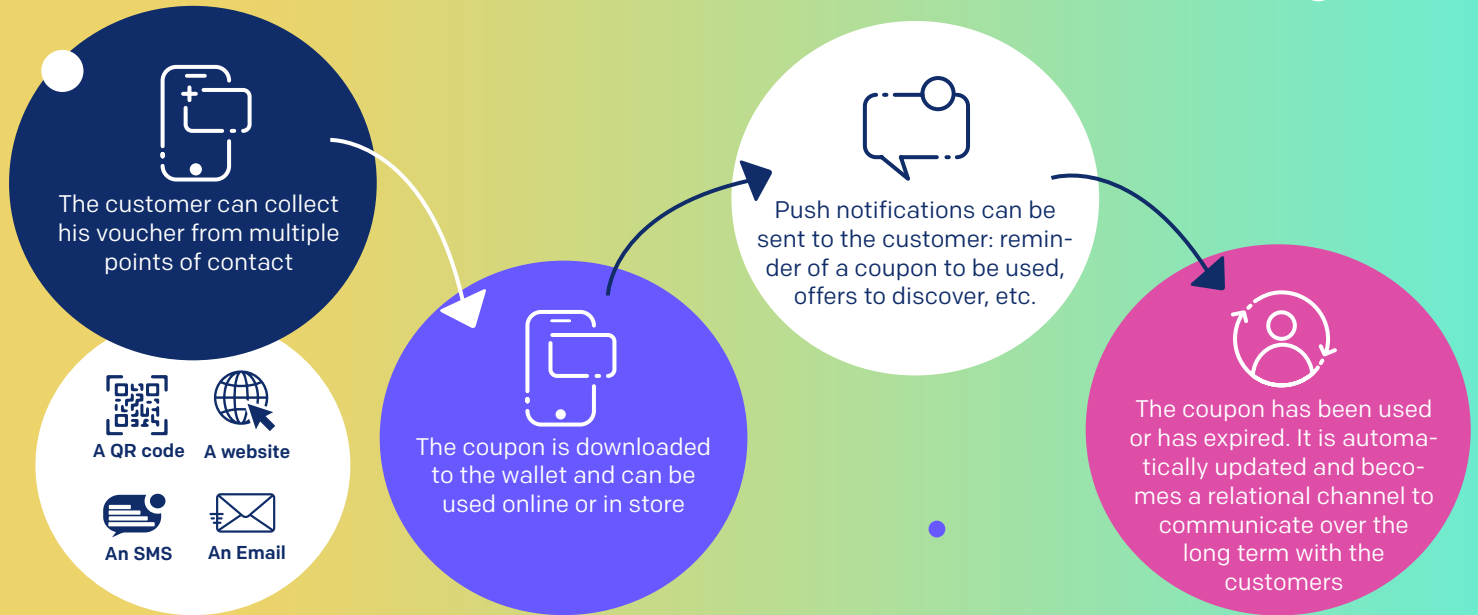
Customizable banner

Number of available offers

QR code

Coupon

Flowchart

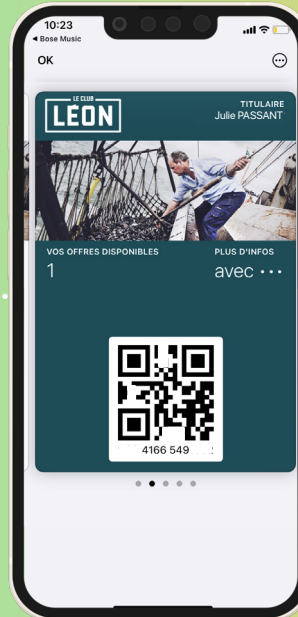


Coupon

Example of a customer journey



The customer collects the voucher by scanning the QR code on the menu



The coupon is in the customer's wallet in 2 clicks



He accesses the coupon from the back of the wallet card

Third-party payment card

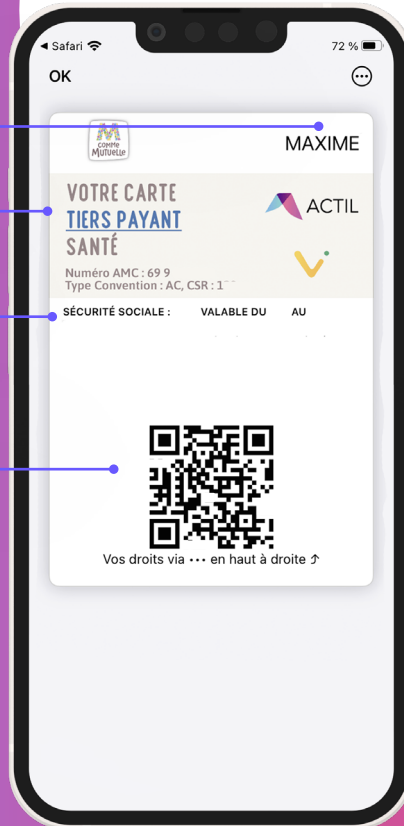
in the mobile wallet

Customer first name

Customizable
banner

Contract
information

QR code



The third-party payment card is like a piece of paper that you rarely carry, and yet is so useful...

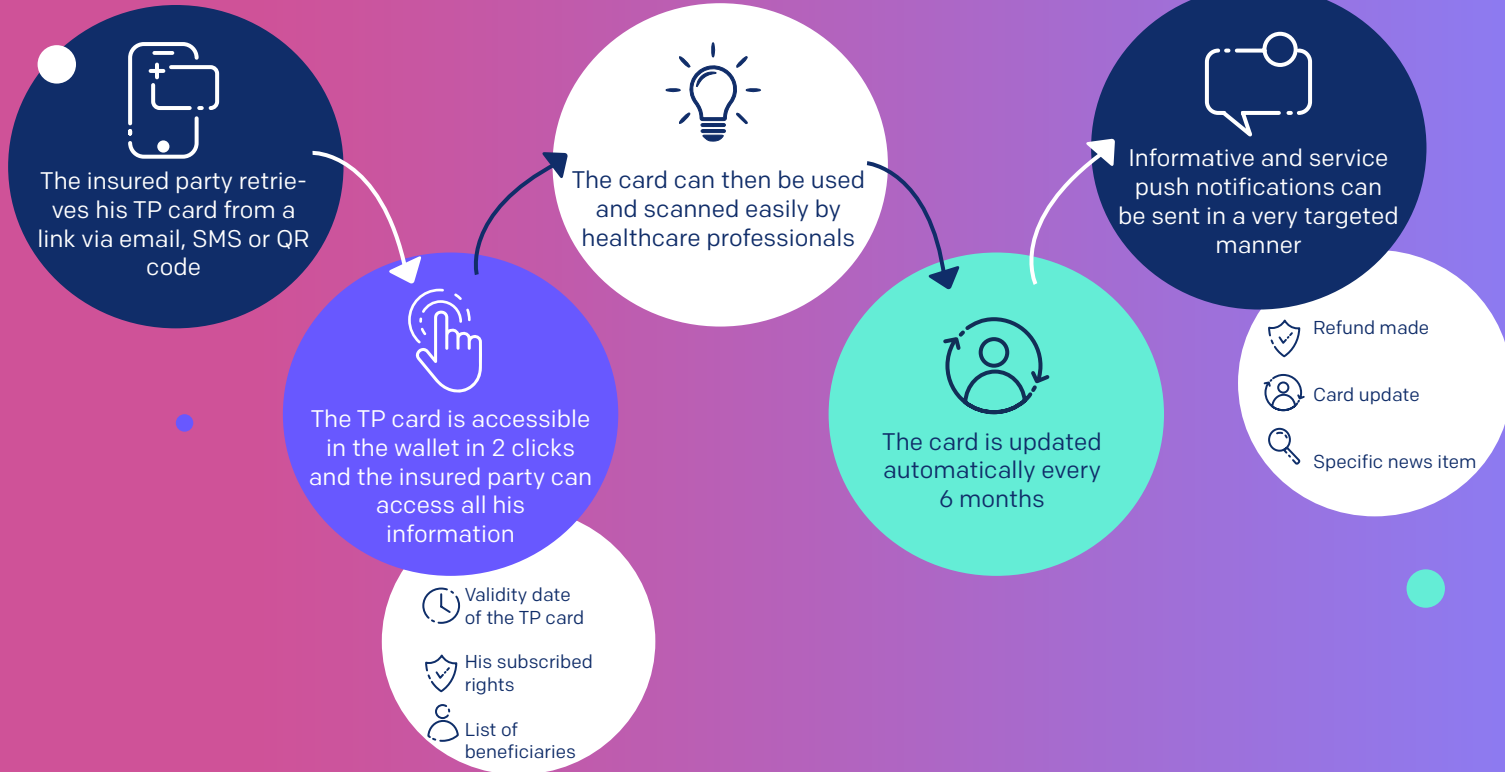
With the mobile wallet, this worry is over! Members always have **their TP card in their pocket** and can **easily share** it with all the beneficiaries of the same contract also **ensures automatic updating of members' rights** and is simpler than an application.

And the bonus of all this is that it **saves tons of paper every year.**

It's good for members and for the planet!

Third-party payment

Flowchart

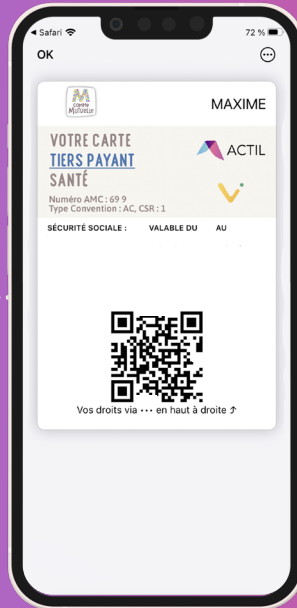


Third-party payment

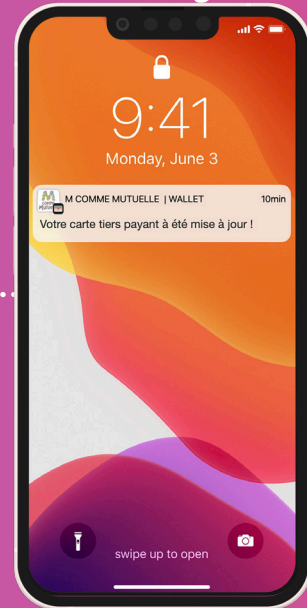
Example of a customer journey



The customer downloads his third-party payment card from an email



The third-party payment card is accessible in 2 clicks in the insured party's wallet



The card in the wallet opens a new channel: the customer receives push notifications

Boarding pass

in the mobile wallet

Customers can find **their boarding pass and all information related to their flight in 2 clicks.**

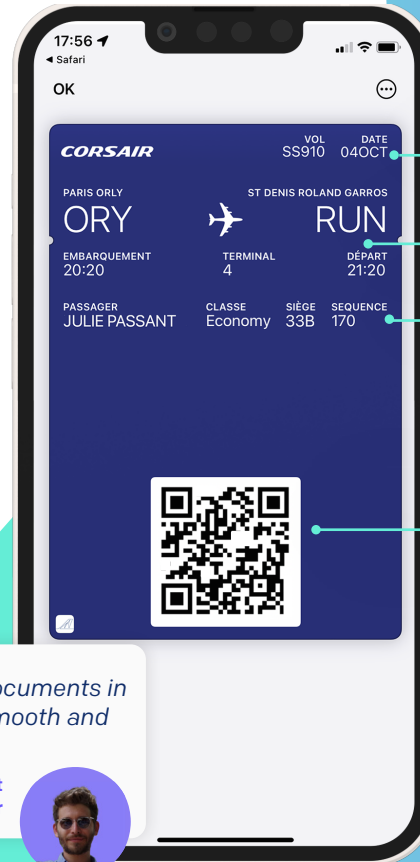
The boarding pass in the wallet also allows you to pass through security gates **easily and quickly.**

The airline can then **send push notifications** to all passengers carrying the card in the wallet. **Practical if the flight is delayed or canceled!**



Thanks to the wallet, Corsair customers can find all their travel documents in one place, on their smartphone. We thus offer our customers a smooth and seamless travel experience.

Julien Ballout
Digital Factory Manager at Corsair



Date and flight number

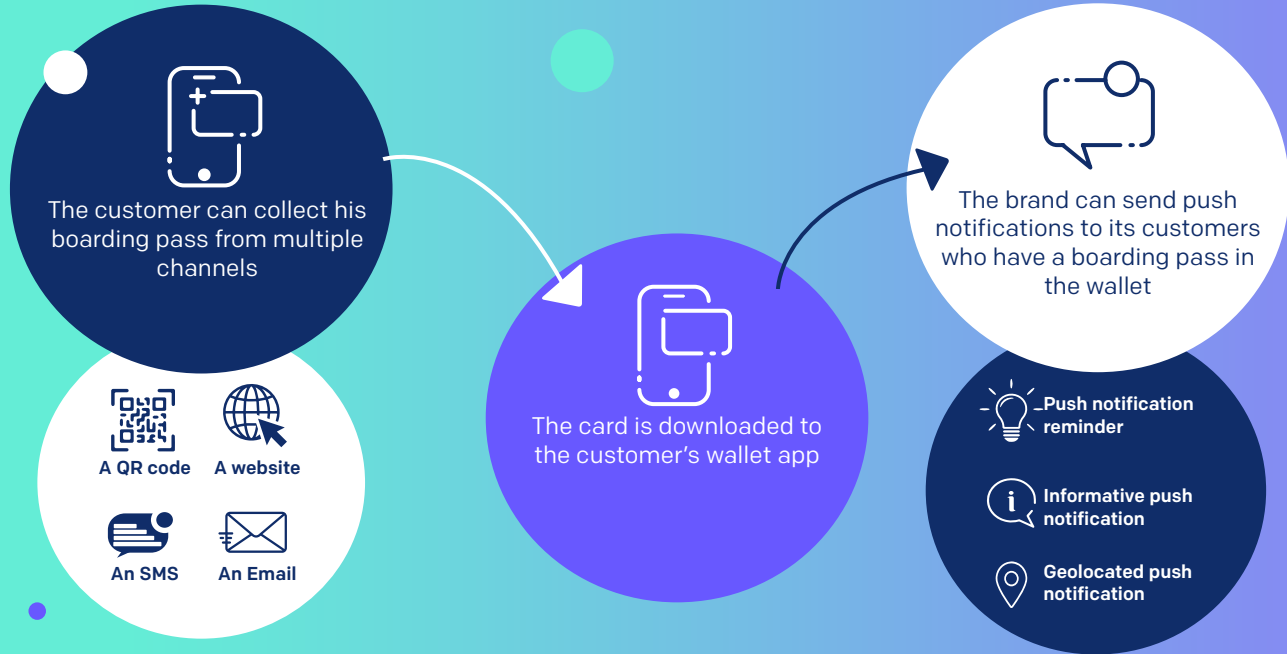
Flight information

Passenger name and seat

QR code

Boarding pass

Flowchart



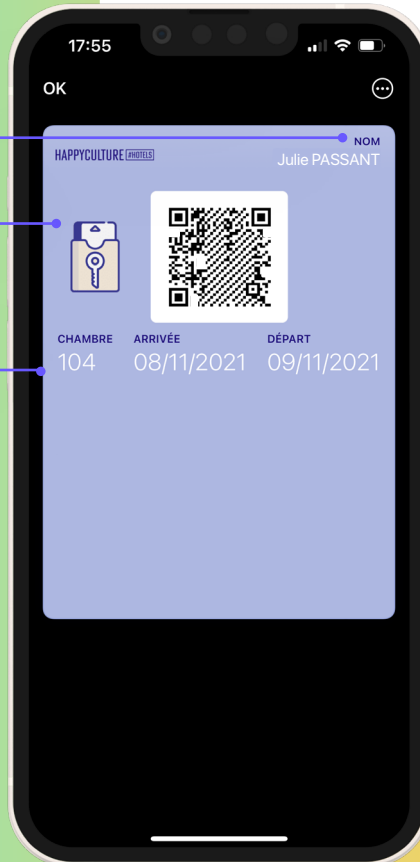
Digital key

in the mobile wallet

Just like the loyalty card, **NFC can also be used to open doors!**

Transform a wallet card into a key. For a hotel room or car, for example.

The customer just has to bring his card up to the terminal near the lock and it's open!



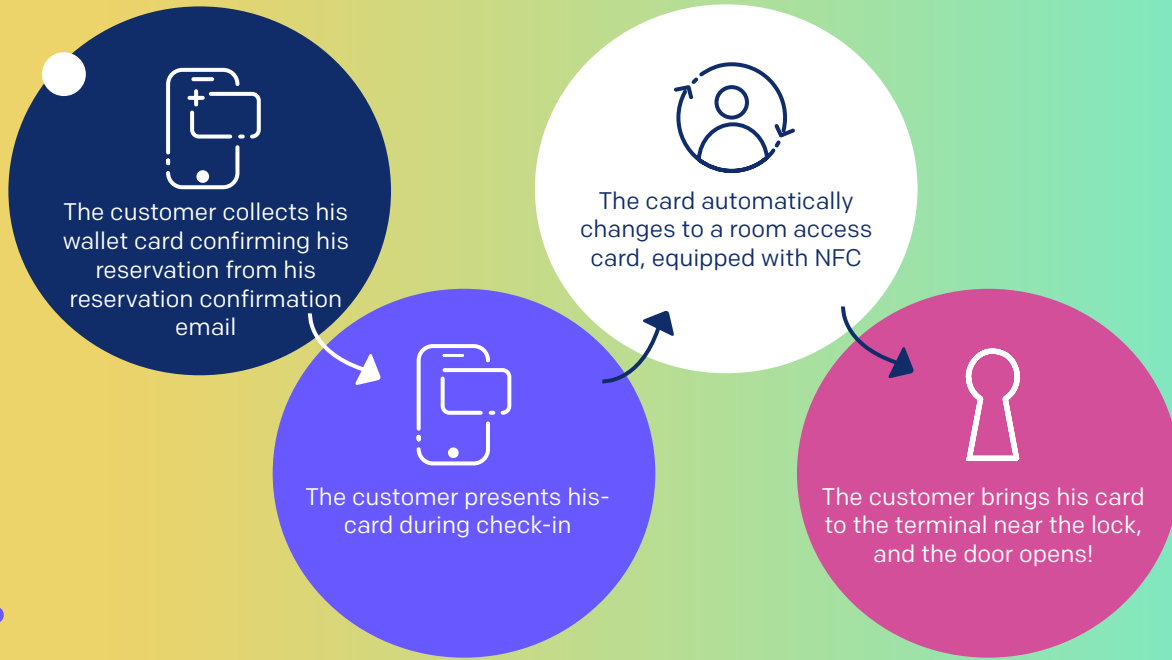
Customer name

QR code to open the room

Reservation information

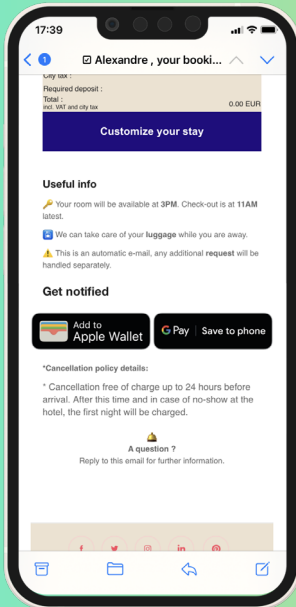
Digital key

Flowchart

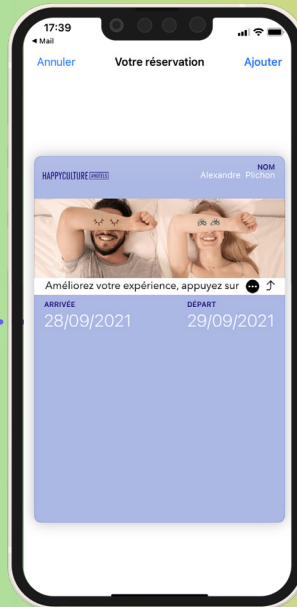


Digital key

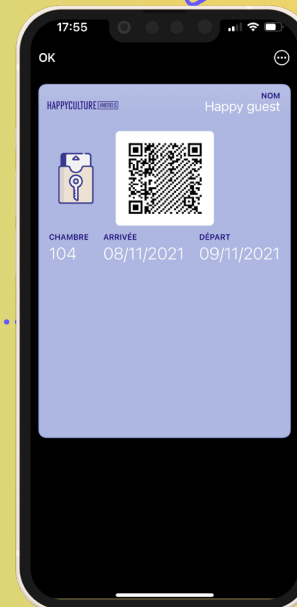
Example of a customer journey



The customer collects his card in his reservation confirmation email



The wallet card is downloaded including the stay information



The reservation card turns into a digital key upon arrival

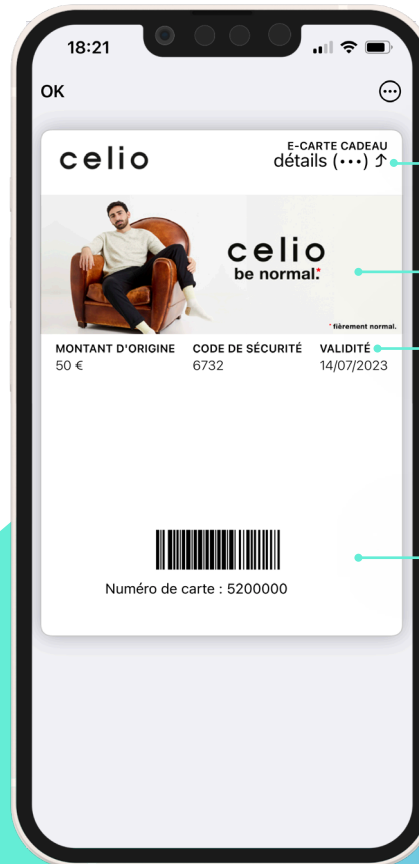
Gift card

in the mobile wallet

Do you offer gift cards to your customers?
Offer them in the mobile wallet!

An excellent way to not forget it and always have it with them. Also no more plastic cards!

Take the opportunity to remind card holders by push notification that their gift card will soon expire, that they still have a certain amount left to spend, or that a new collection has just been released. The possibilities are numerous!



Further information

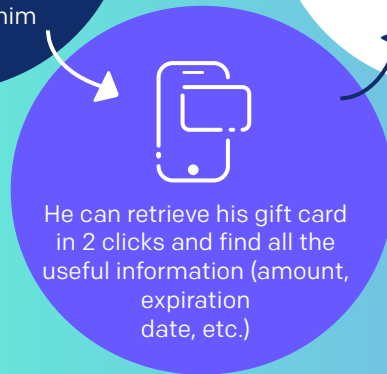
Customizable banner

Gift card information

Barcode

Gift card

Flowchart



Gift card

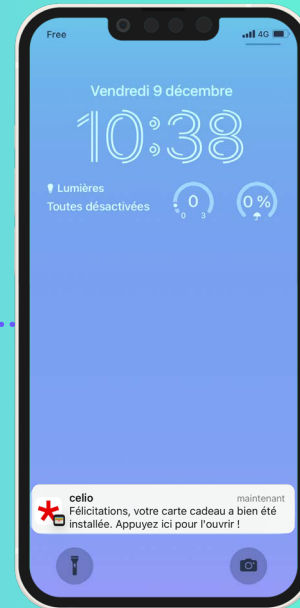
Example of a customer journey



The card recipient receives an email to recover his gift card



He can retrieve his gift card in 2 clicks and find all the useful information



A notification informs him that his card has been successfully installed



Captain Wallet by Brevo
is made with love
by Carving Labs

Email
hello@captainwallet.com

Telephone
+ 33 1 75 43 60 71

Address
106 Boulevard Haussmann
75008 Paris, France

More than 200 customers put their trust in us

