



Captain Wallet
by Brevo

How does the Mobile Wallet transform your omnichannel strategy?



SUMMARY

Introduction

page 3

Understanding omnichannel and its impact on the customer experience

page 4

The role of the Mobile Wallet in omnichannel strategies

page 10

Optimize your omnichannel strategy with the Mobile Wallet

page 16

Conclusion

page 20



Introduction

In recent years, brands have faced the challenge of **creating a seamless customer experience**. Omnichannel strategies, with their promise of a consistent and integrated customer journey across all channels, **have become a central goal for companies aiming to stay competitive**. A study by Google highlighted the shift in consumer behavior that brands must address. **Consumers increasingly seek maximum information about a product before making a purchase, with 80% conducting online research before visiting a store**. This underscores the necessity of improving the customer journey!

In this context, **the Mobile Wallet emerges as an effective strategic tool**, capable of **transforming and optimizing a brand's omnichannel strategy** while offering a fully customizable and unique customer experience and journey.

So **how can the Mobile Wallet enhance your omnichannel strategy** and improve your customer journey? Through **concrete examples and strategies**, we provide you with **all the insights and practical solutions** needed to effectively integrate the Mobile Wallet into your omnichannel approach.

Understanding omnichannel and its impact on the customer experience



Definition of Omnichannel

Omnichannel is a strategic evolution in recent years in the fields of commerce and marketing, representing a fundamental shift from more traditional approaches like multichannel and cross-channel strategies.

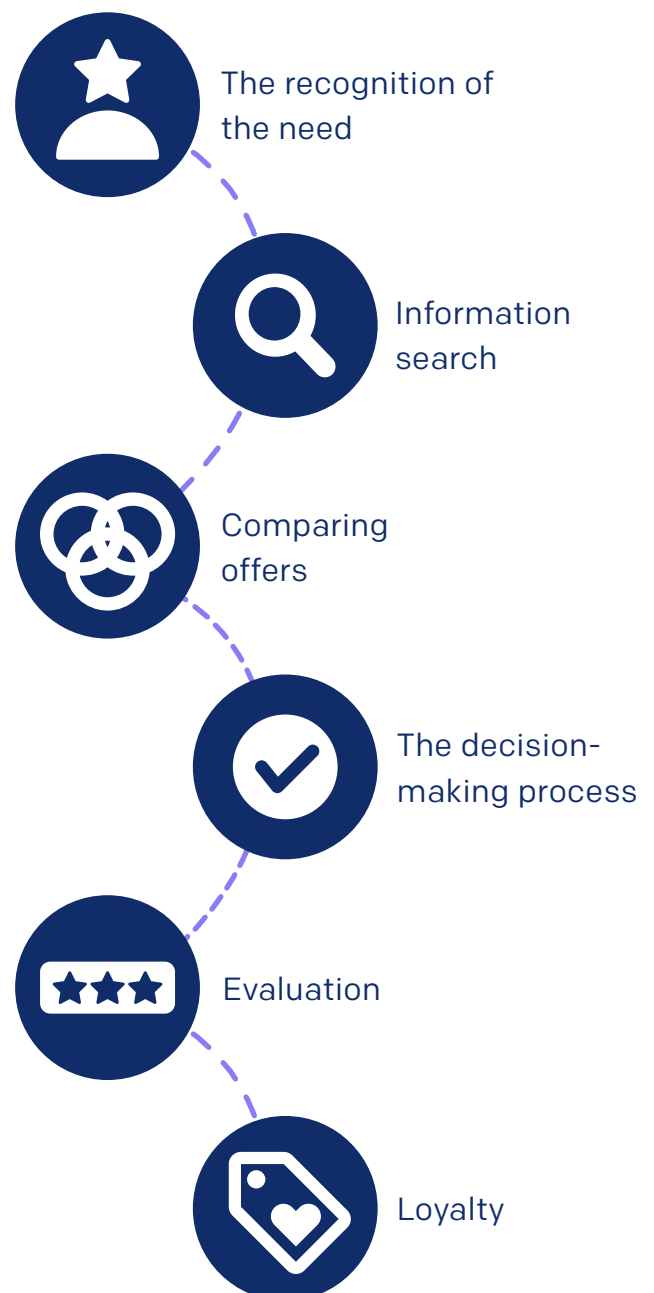
Multichannel: This approach involves the use of multiple distribution and communication channels (physical, online, mobile, etc.), but in an independent manner. Each channel operates in a silo, without real interaction or coherence between them.

Cross-channel : This strategy goes a step further by allowing some interaction between channels. A customer can order a product online and choose to pick it up in-store. However, the continuity of the experience between the channels remains limited.

Omnichannel : Omnichannel represents the complete integration and coherence of all available channels. The customer experience is seamless, personalized, and continuous, regardless of the channel used. Customer information and interactions are centralized, providing a 360-degree view of the customer journey and enhanced personalization at every touchpoint.

Omnichannel places the customer at the center of the strategy, ensuring that their experience is consistent, personalized, and engaging at every interaction with the brand. **It is the essential pillar for building a lasting, trustworthy relationship with your customers.**

THE PURCHASE JOURNEY in the era of omnichannel



Concrete examples of successful omnichannel

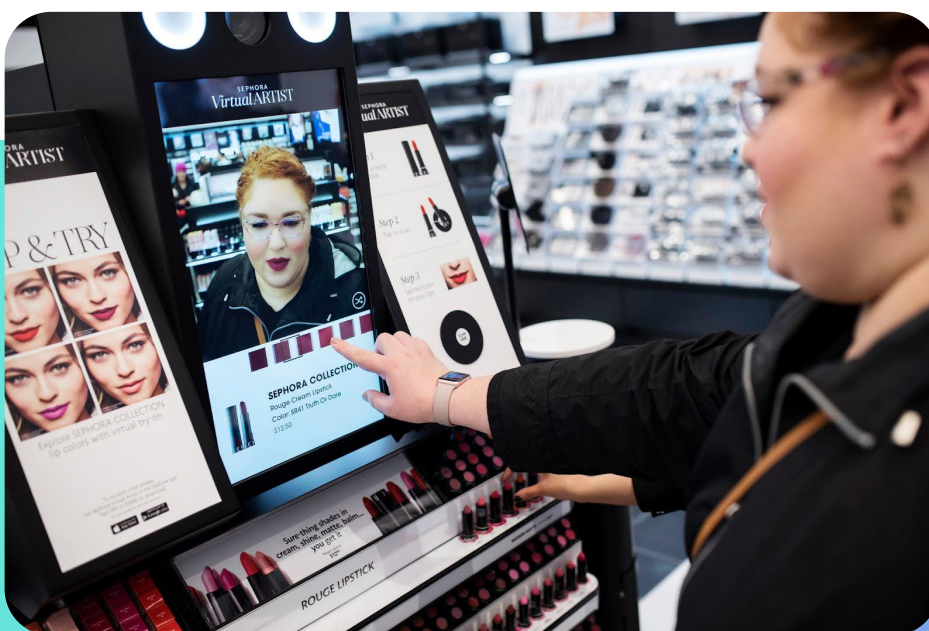
SEPHORA

Sephora perfectly illustrates the success of omnichannel in the retail sector. The brand seamlessly integrates its online and offline channels to provide an enriched and personalized customer experience.

In-store, customers can use their smartphones to scan products and instantly access reviews, tutorials, and personalized recommendations through the Sephora app.

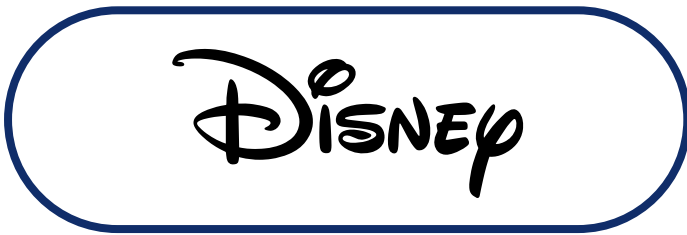
Online, customers can virtually try products using augmented reality technology, book in-store sessions, and access their purchase history to facilitate recommendations and refills.

Sephora's Beauty Insider loyalty program ensures a consistent experience and rewards interactions across all channels, thereby encouraging loyalty and repeat purchases.



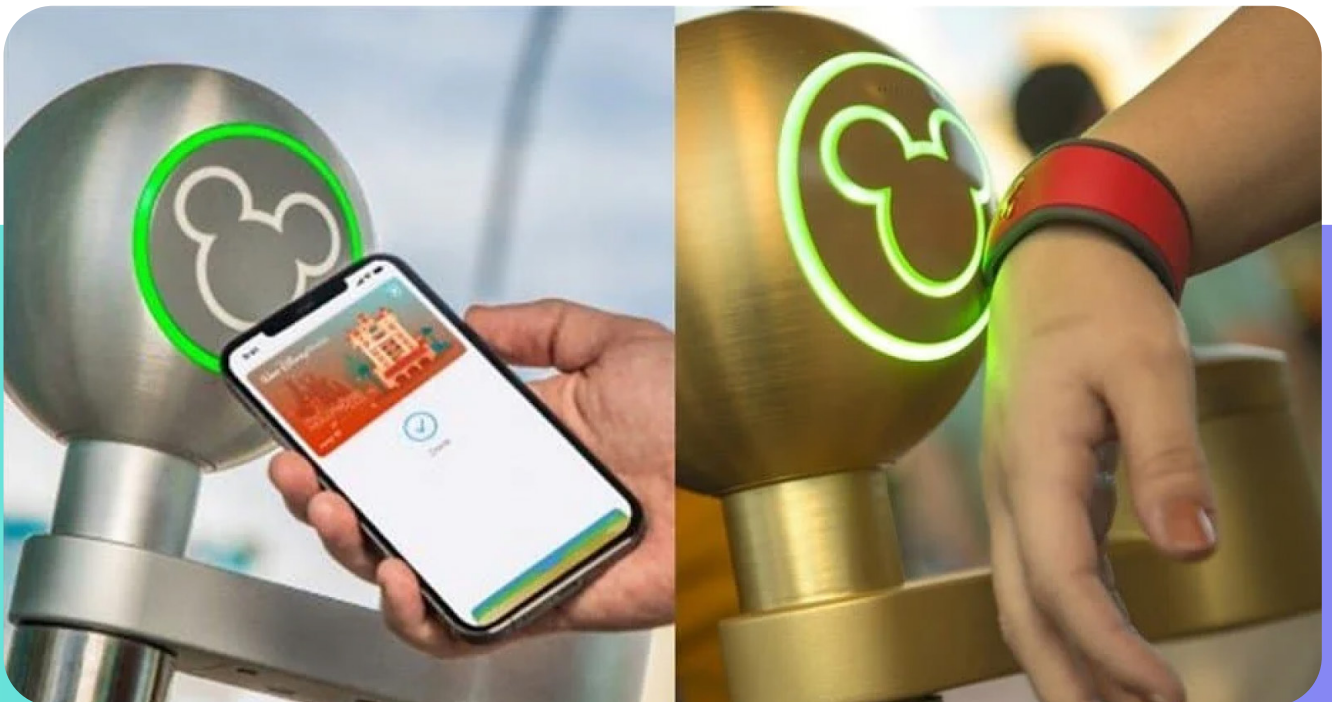
Sephora's Beauty Insider loyalty program ensures a consistent experience and rewards interactions across all channels, thereby fostering loyalty and encouraging repeat purchases.

Another example that quickly demonstrates the utility and mechanics behind implementing an omnichannel strategy :



The magic of Disney's omnichannel experience begins long before visiting the park. With its My Disney Experience mobile app, visitors plan their day, book FastPasses for their favorite attractions, and locate characters within the park. Once on-site, the MagicBands (a type of connected wristband) serve as both entry

tickets, hotel room keys, payment methods, and FastPasses. All these interactions are seamlessly integrated, ensuring a smooth and enchanting experience for visitors, true to the brand's promise.



The challenges of omnichannel for brands

Omnichannel is not just a lever for improving a brand's customer experience; it is also a strategic challenge for brands themselves.

By adopting an omnichannel approach, **brands reaffirm their position as leaders of innovation in their respective sectors**. Providing a seamless experience that serves the brand's image while **meeting the growing consumer demand** for purchasing experiences is a major challenge in recent years in experiential marketing.

At Disney, the challenge is to extend the magic of its universe beyond the theme parks and film franchises by offering a consistent and immersive experience across all its touchpoints. **The smart use of the app and its features in the theme parks transforms each interaction into a unique opportunity to strengthen engagement and customer loyalty.**

For Sephora, omnichannel enables the brand to offer an experience that reflects its commitments. By providing not only products but also personalized services and advice at every stage of the customer journey, Sephora places expert advice and personalization at the core of its offering. This strategy helps build customer loyalty through constant added value throughout the entire journey, both in-store and online.



The role of the Mobile Wallet in omnichannel strategy



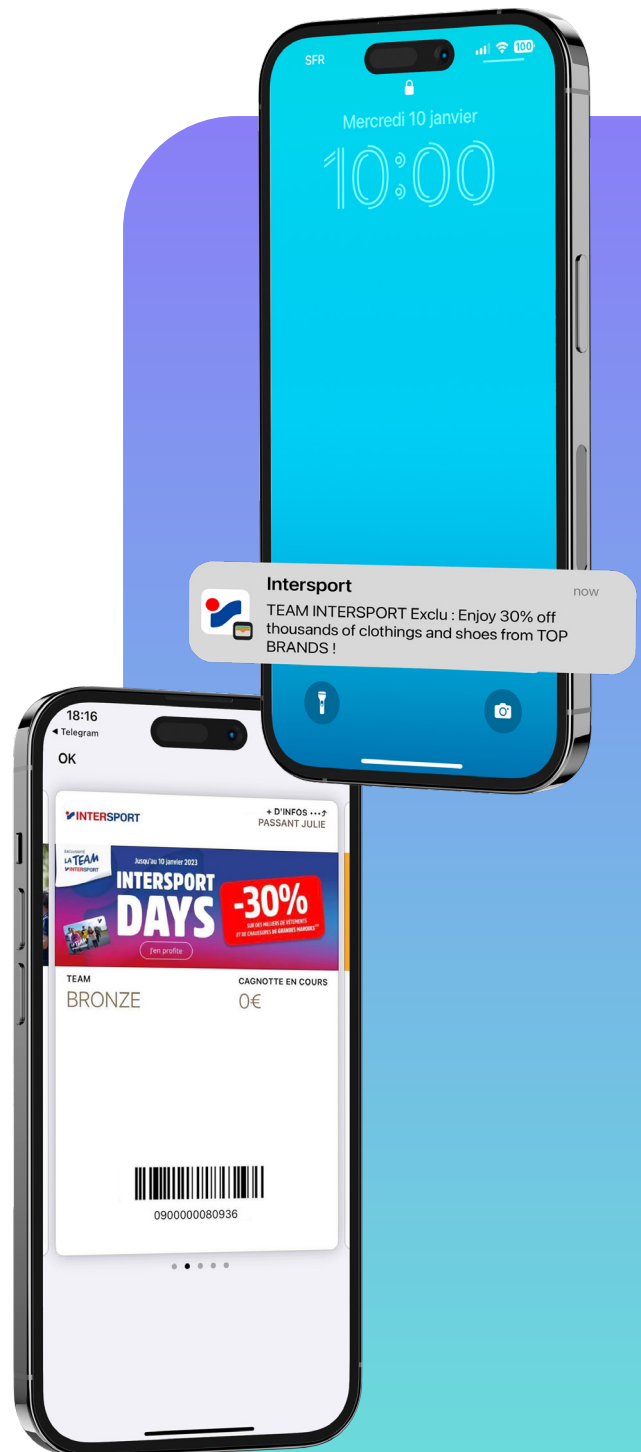
With the Mobile Wallet, brands have a powerful and effective tool to reinvent their omnichannel strategy. Based on concrete examples from various sectors, we will explore how the Mobile Wallet helps create a seamless and integrated customer experience.

The Mobile Wallet in the Service of Customer Engagement

The Mobile Wallet allows for sending personalized push notifications directly to users' smartphones. This feature makes it easier to deliver targeted and relevant offers, thereby increasing customer engagement and loyalty



The brand uses the Mobile Wallet to boost customer engagement by sending personalized push notifications with offers on sports equipment, coinciding with the start of the sports season. This strategy drives increased traffic both in-store and online, proving the effectiveness of the Mobile Wallet in connecting digital and physical interactions and strengthening customer loyalty.

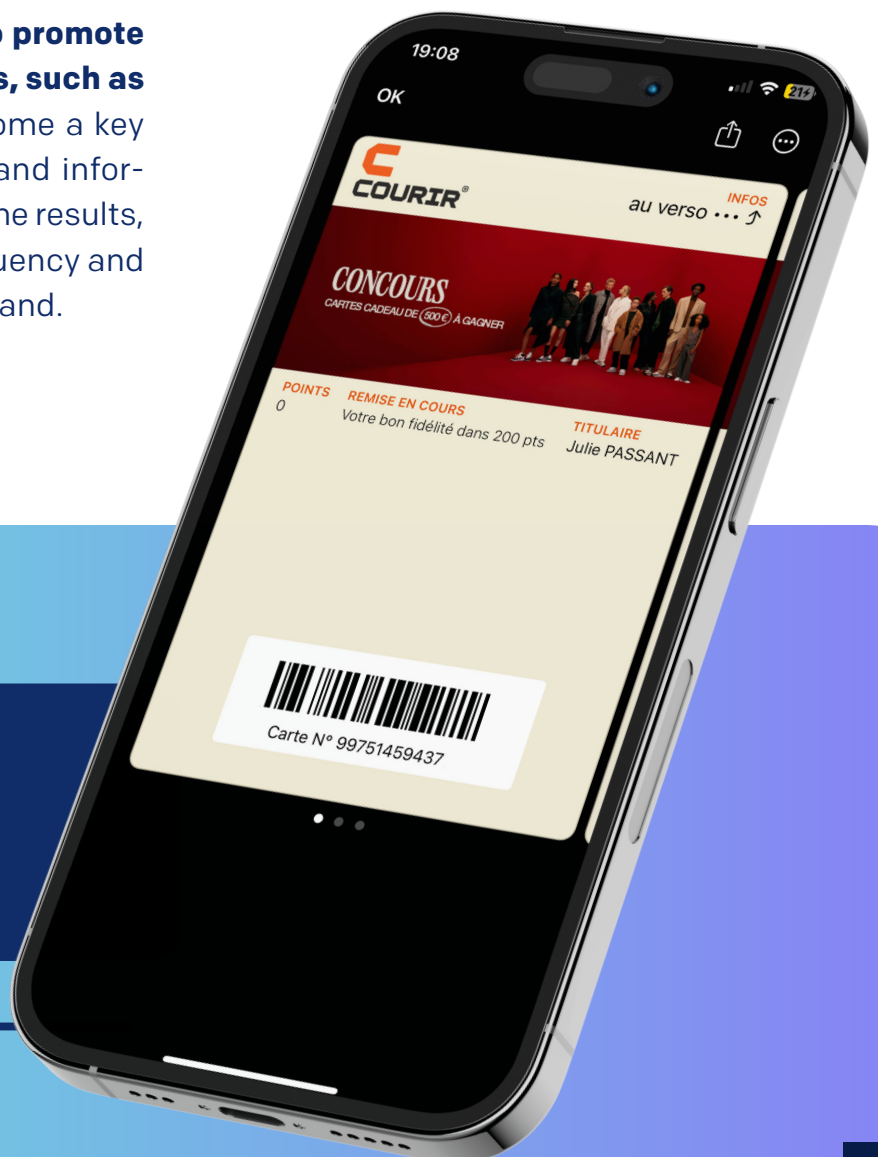


Simplification of the customer journey

The Mobile Wallet simplifies the customer journey by consolidating all essential elements (tickets, loyalty cards, coupons) in one accessible location. This reduces friction in the shopping experience and enhances convenience for the customer.



The shoe retailer cleverly integrates the Mobile Wallet into its omnichannel strategy by offering a digital version of its loyalty card, but that's not all ! **It also uses this channel to promote and relay its promotional activities, such as contests.** The Wallet card has become a key tool for validating contest entries and informing customers in real-time about the results, thereby doubling the purchase frequency and the revenue per customer for the brand.



+30%

Revenue/active customers
thanks to the Mobile Wallet

An example of a contest integrated into the brand's customer journey via the Wallet



The customer dematerializes the contest card in-store, via an SMS or email campaign

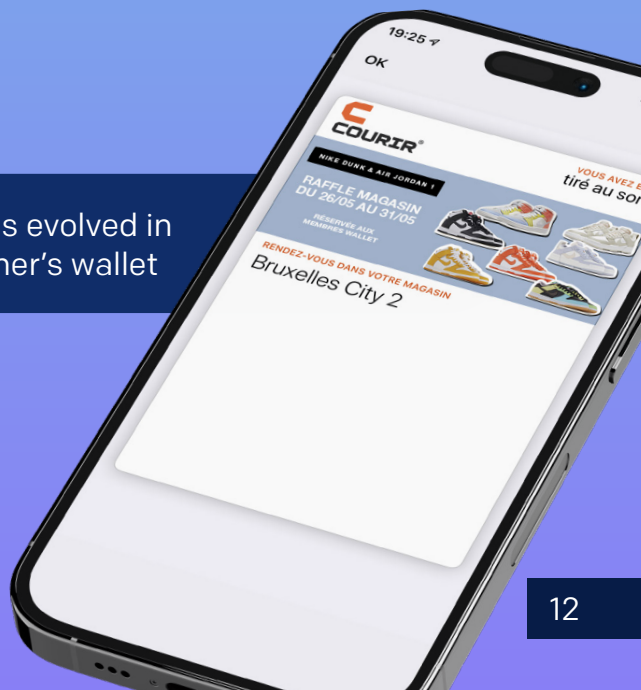
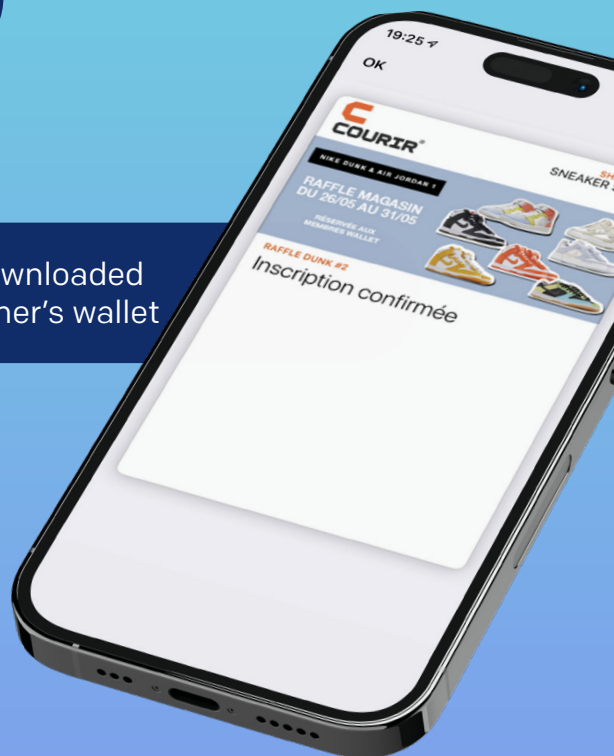
The customer fills in their information through an adapted form

The card is downloaded into the customer's wallet



Once the card is drawn, the customer receives a notification

The card has evolved in the customer's wallet



Loyalty and personalization through the Mobile Wallet

By offering a personalized and tailored experience, **the Mobile Wallet significantly contributes to customer loyalty**. Brands can use the data collected to offer deals that precisely match the interests and purchasing behaviors of customers.

JULES

By digitizing its loyalty card in the Wallet, **Jules provides its wallet-enabled customers with personalized notifications related to their loyalty program**, such as status changes or information about their points balance.

This personalized approach resulted in a 72% increase in purchase frequency for customers using the Mobile Wallet, demonstrating the significant impact of personalization on customer loyalty.

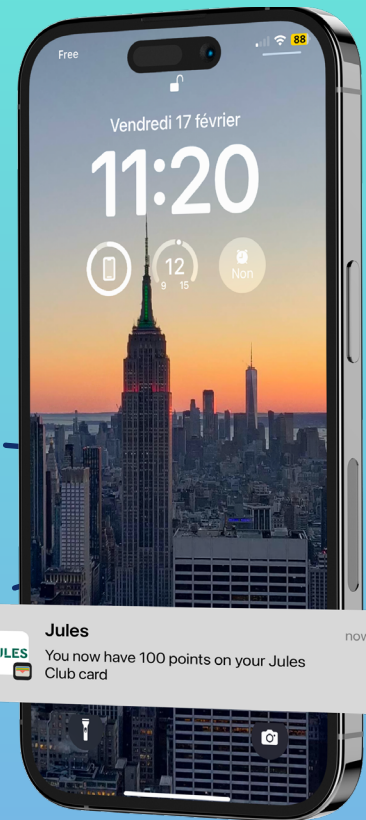
+72%

of purchase frequency for wallet-enabled customers





Notification received when the customer earns points



Automatic update of the points balance



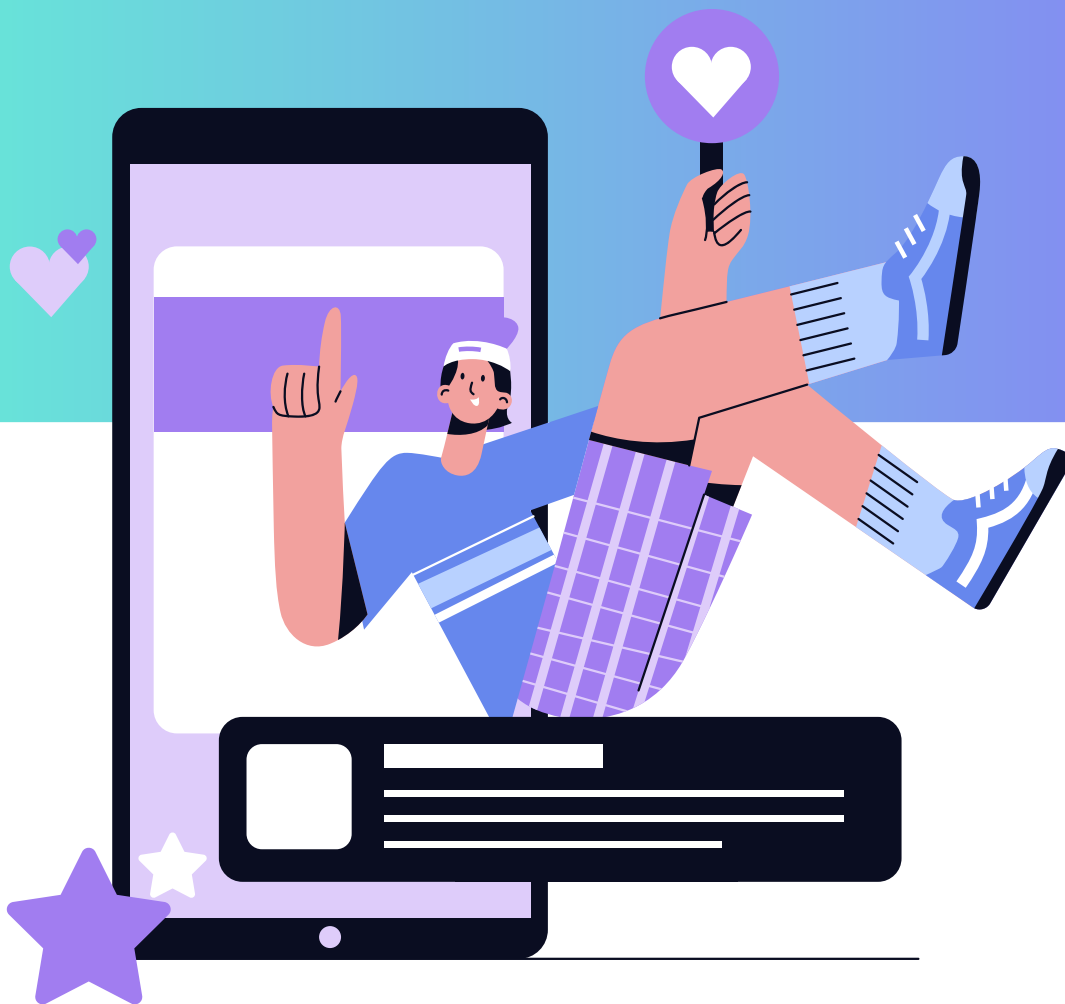
200 points reached: the card upgrades to gold



The Jules card evolves alongside the customer's lifecycle.

Mechanism: After a purchase in-store or online, the customer sees their points balance updated directly on their Wallet card. The customer experience is streamlined and unified across all channels.

These examples illustrate **how the Mobile Wallet can transform the omnichannel experience by strengthening engagement**, simplifying the customer journey, and providing a highly personalized experience. By adopting the Mobile Wallet, brands can not only meet current consumer expectations but also anticipate future trends in customer engagement.



Optimize your omnichannel strategy with the Mobile Wallet



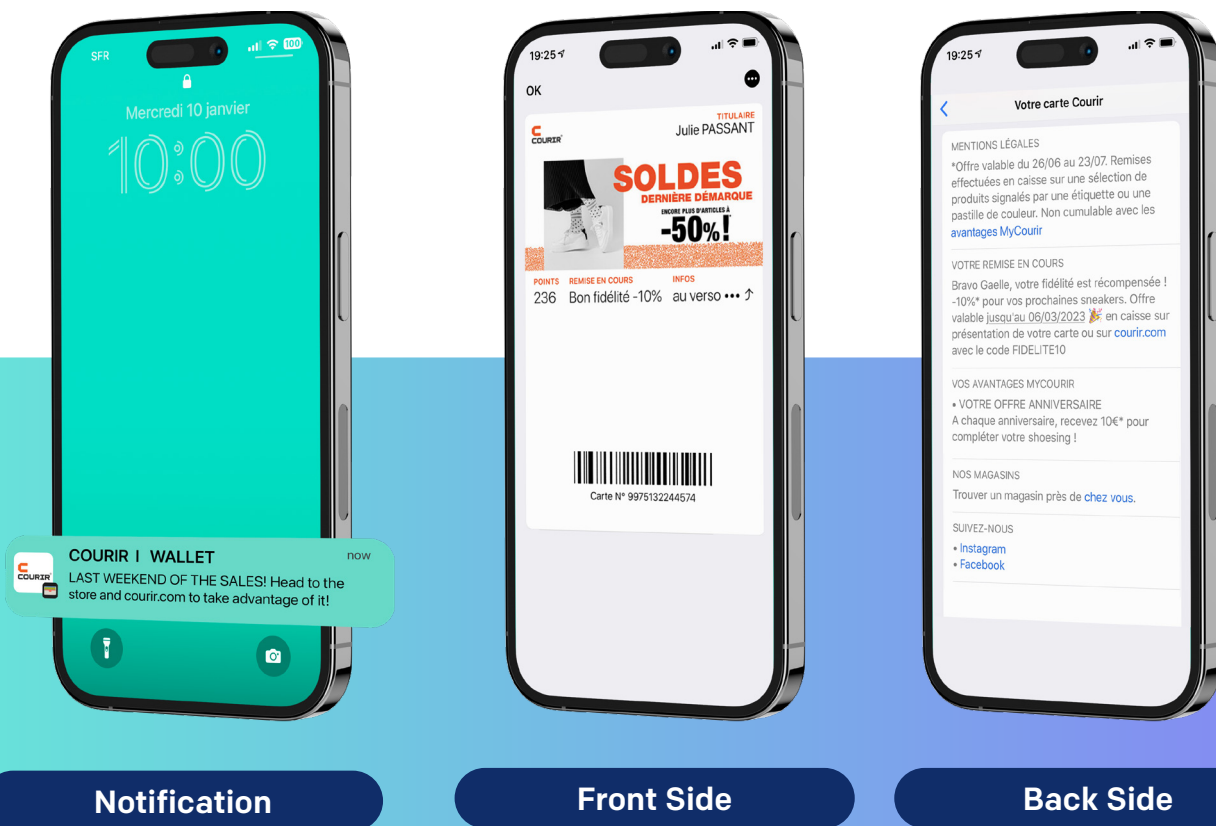
The successful **integration of the Mobile Wallet into an omnichannel strategy relies on a deep understanding of customer needs and behaviors**, as well as a smart use of the features offered by this technology. Here's how to proceed, step by step :

Step 1: Customer Journey Details

First and foremost, it is essential to map out the entire customer journey, from awareness to purchase and beyond. This exercise helps identify key touchpoints where the customer interacts with the brand, as well as any potential frustrations or friction points they may encounter.

The goal is to pinpoint opportunities where the Mobile Wallet can enhance the experience, whether by solving an existing problem or adding value at a specific stage of the journey.

Illustration with Courir



By analyzing its customer journey, Courir noticed that access to the loyalty card and promotion management could be optimized. By making these elements easily accessible through the Wallet Mobile, the brand not only improved the customer experience but also increased in-store purchase frequency.

Step 2: Strategic Use of Wallet Mobile Features

The Mobile Wallet offers a multitude of features, ranging from geolocation-based push notifications to the customization of stored cards. Choosing the right features to leverage is crucial and should be done based on the brand's objectives and customer preferences. For example, push notifications can be an excellent way to communicate special offers at the right time, while card customization can strengthen the sense of belonging to a community or loyalty program.

Illustration with Lacoste



Lacoste integrates the Mobile Wallet into its omnichannel strategy to enhance interaction with its customers. Using location-based push notifications, **Lacoste informs customers near its stores about exclusive launches or special offers**, encouraging in-store visits. The loyalty cards in the Mobile Wallet **are personalized for each customer**, showing accumulated rewards and product recommendations based on their previous purchases.

Step 3: Data Analysis and Continuous Adjustments

The adoption of the Mobile Wallet generates a significant amount of data on customer interactions and preferences. Analyzing this data helps measure the impact of various actions and adjust the strategy based on the results. This iterative approach is essential to ensure that the use of the Mobile Wallet remains aligned with the brand's objectives and continues to meet customer expectations.

Illustration with Decathlon




Decathlon uses an advanced data analysis strategy with the Mobile Wallet to enhance the customer experience. By analyzing the data, the brand identifies customer preferences and peak periods of traffic. It then adjusts its campaigns to offer relevant promotions at the right time, thereby increasing conversion rates. For example, **Decathlon optimizes notifications about hiking equipment** at the beginning of spring, finding that they are more effective during this period.


Conclusion


At the end of our exploration of the role of the Mobile Wallet in omnichannel strategies, it is clear that this tool is more than just a convenience for consumers; **it has become an essential element for brands looking to offer a personalized customer experience.**


Integrating the Mobile Wallet into an omnichannel strategy is not merely about keeping up with trends, but rather **a crucial step to remain competitive in a market where customer expectations are rapidly evolving.**

The benefits of integrating the Mobile Wallet are clear:

 **Increased personalization :** Offering a tailored experience that meets the needs and preferences of customers.

 **Enhanced customer engagement :** With its features, the Mobile Wallet helps keep customers informed and engaged with the brand.

 **Simplified customer journey :** Reducing friction and making each interaction smoother and more enjoyable.

 **Optimization of data and insights:** Leveraging the data collected to continually improve the offerings and marketing approach.

By adopting the Mobile Wallet, brands can not only meet the current needs of consumers but also prepare for future challenges, staying at the forefront of technological innovation.



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