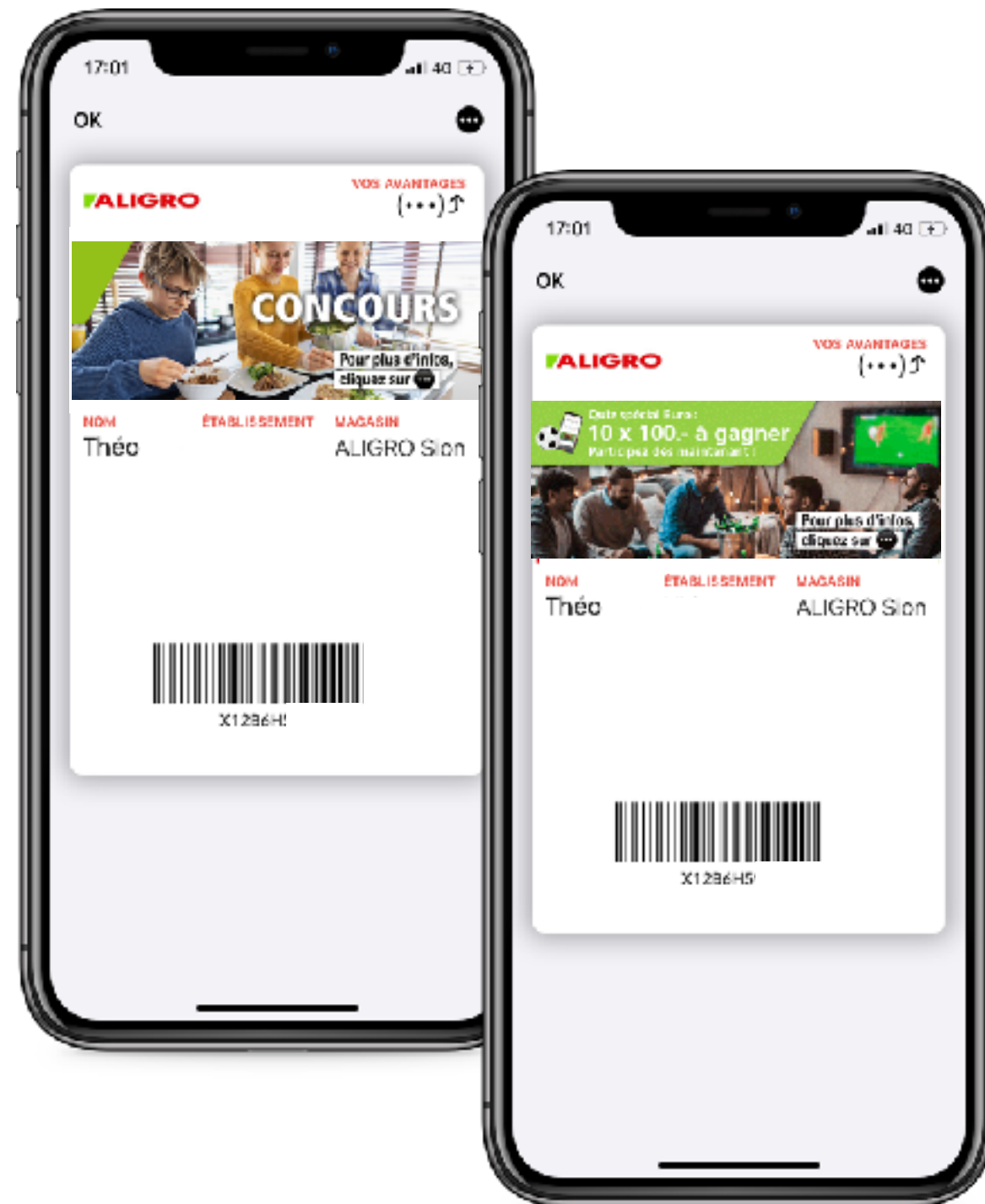


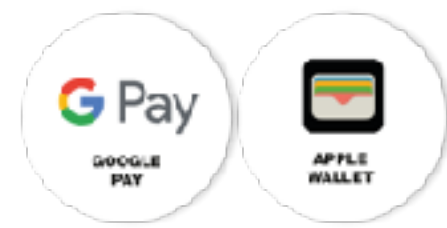

Captain Wallet



ALIGRO
Fraîcheur. Qualité. Inspiration.



CASE STUDY
*Use of the wallet in
mass retail*



ABOUT ALIGRO



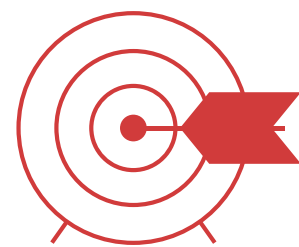
Swiss independent family business



1,000 employees and 14 points of sale
in Switzerland



Specialist in the wholesale gastronomy market,
and pioneer of the Swiss market since 1966



Serves catering professionals, retailers and
private customers



Goals

- Aligro wanted to find an innovative digital method of effectively communicating all offers linked to a customer's card.
- Accessible to both individuals and professionals.



Beyond this main goal, Aligro's objectives also included:

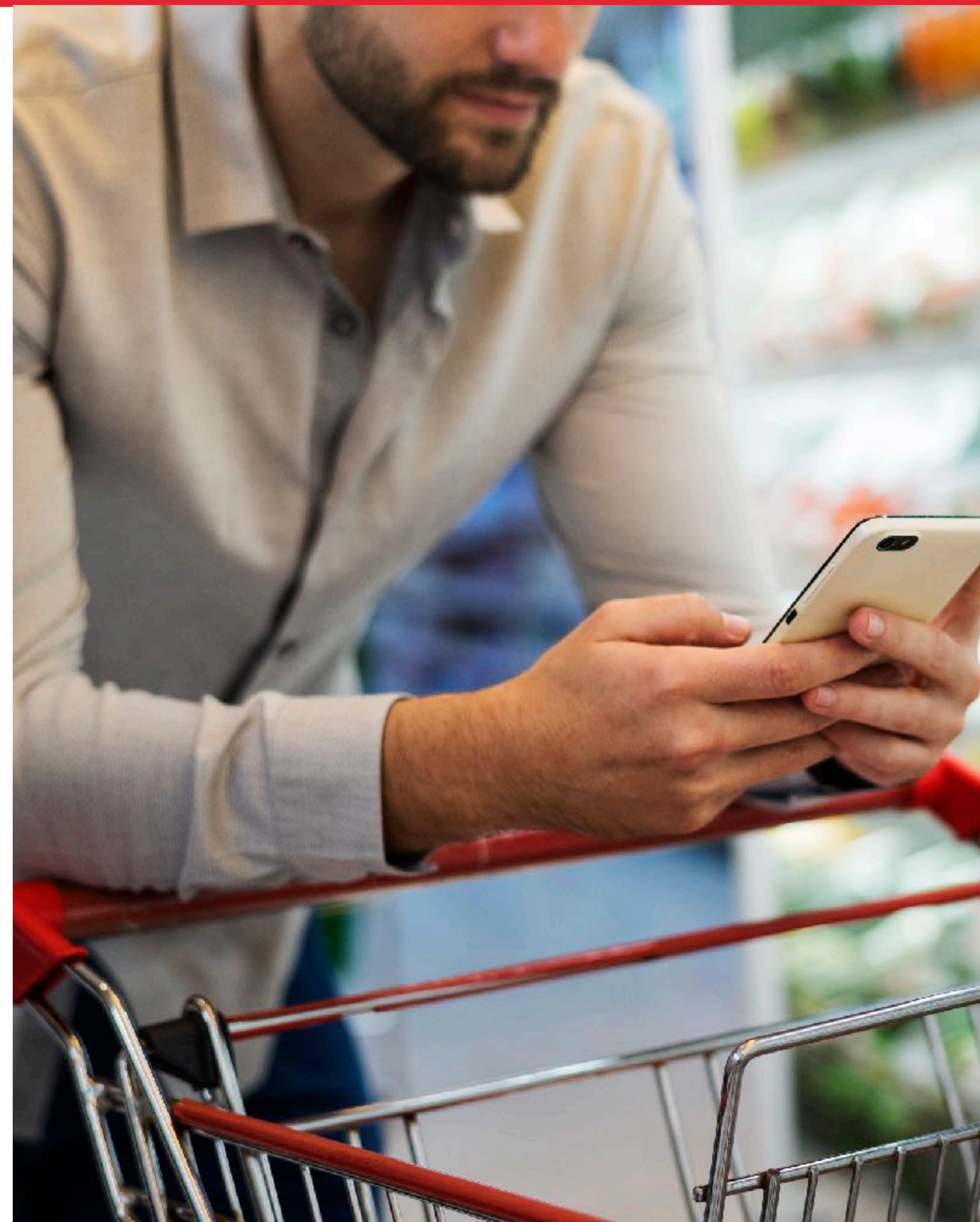
- 1 Increase purchase frequency
- 2 Improve visibility of actions and relationship with customers
- 3 Generate traffic in store and on the website

Choice of wallet

- An innovative channel, differentiating itself from traditional channels, such as emails or SMS
- A relational channel capable of linking a chosen store to a customer and communicating specific offers for each store

“We chose the wallet because it is an innovative channel, easy to set up, and capable of communicating offers from each of our points of sale easily, efficiently and flexibly.”

- Xavier Trousseau, Marketing & Communication Department Manager at Aligro



How does it work?

1

The customer can create their virtual customer card from a range of communication media created by the brand

2

The customer can download their customer card in just two clicks and access all of their information (favorite store, opening hours, special opening hours, telephone numbers, etc.)

3

The customer then receives notifications: special offers, invitations to events, discounts on a range of products, competitions, etc.

How does it work?

1. The customer downloads their wallet card from various touch points

A crucial step in encouraging its customer base to download the wallet

Result: success!

10%
of business
customers

7%
of individual customers have
downloaded their wallet card

The communication media chosen by Aligro

Dedicated emails

Activation on receipt

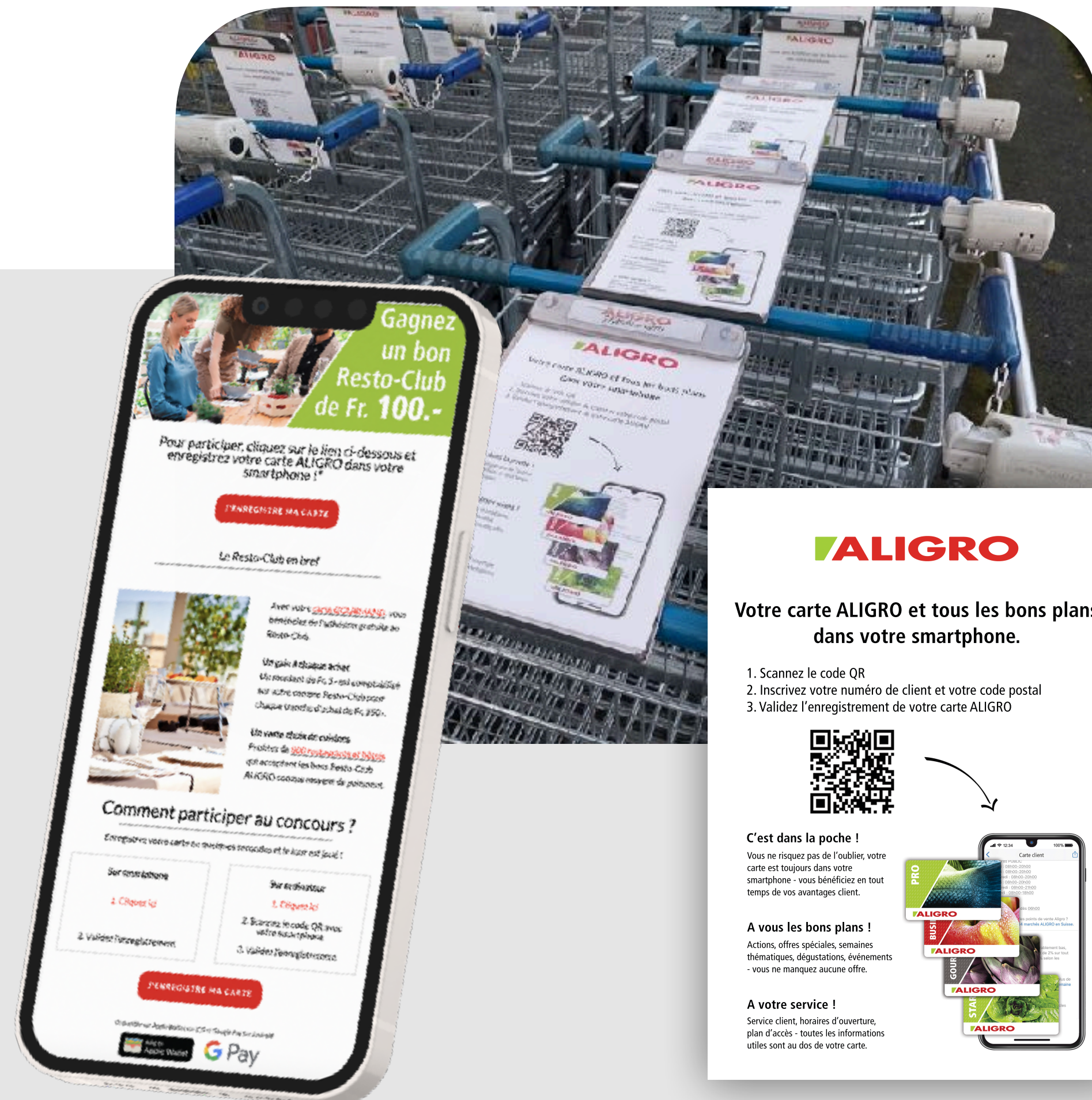
Games and competitions sent by email

QR code on the email following creation
of a new customer card

QR code on shopping carts

Posts on social networks

Framed in the customer area

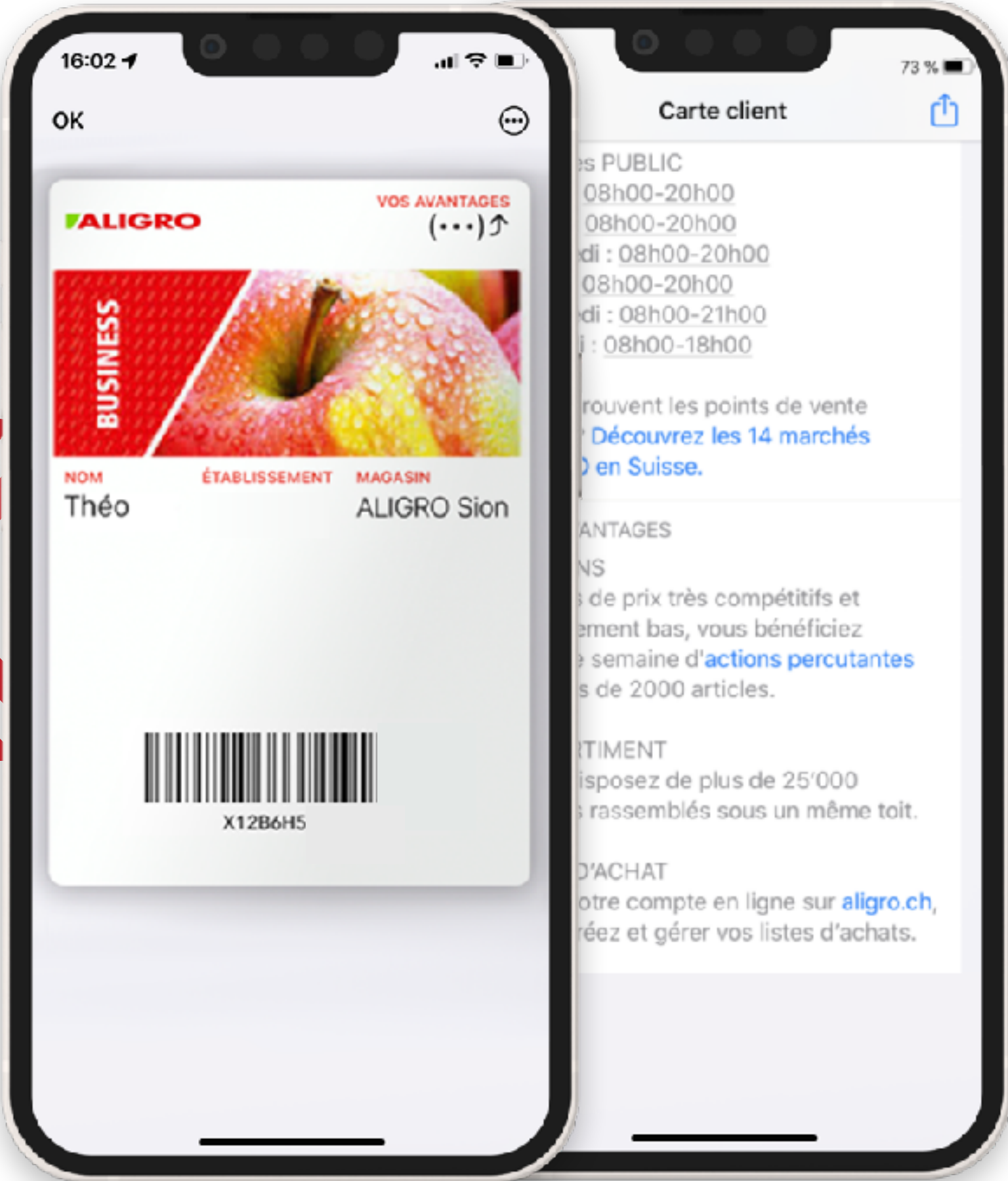


How does it work?

2. The card is downloaded to the customer's wallet



Available on Apple, via the "Wallet" app

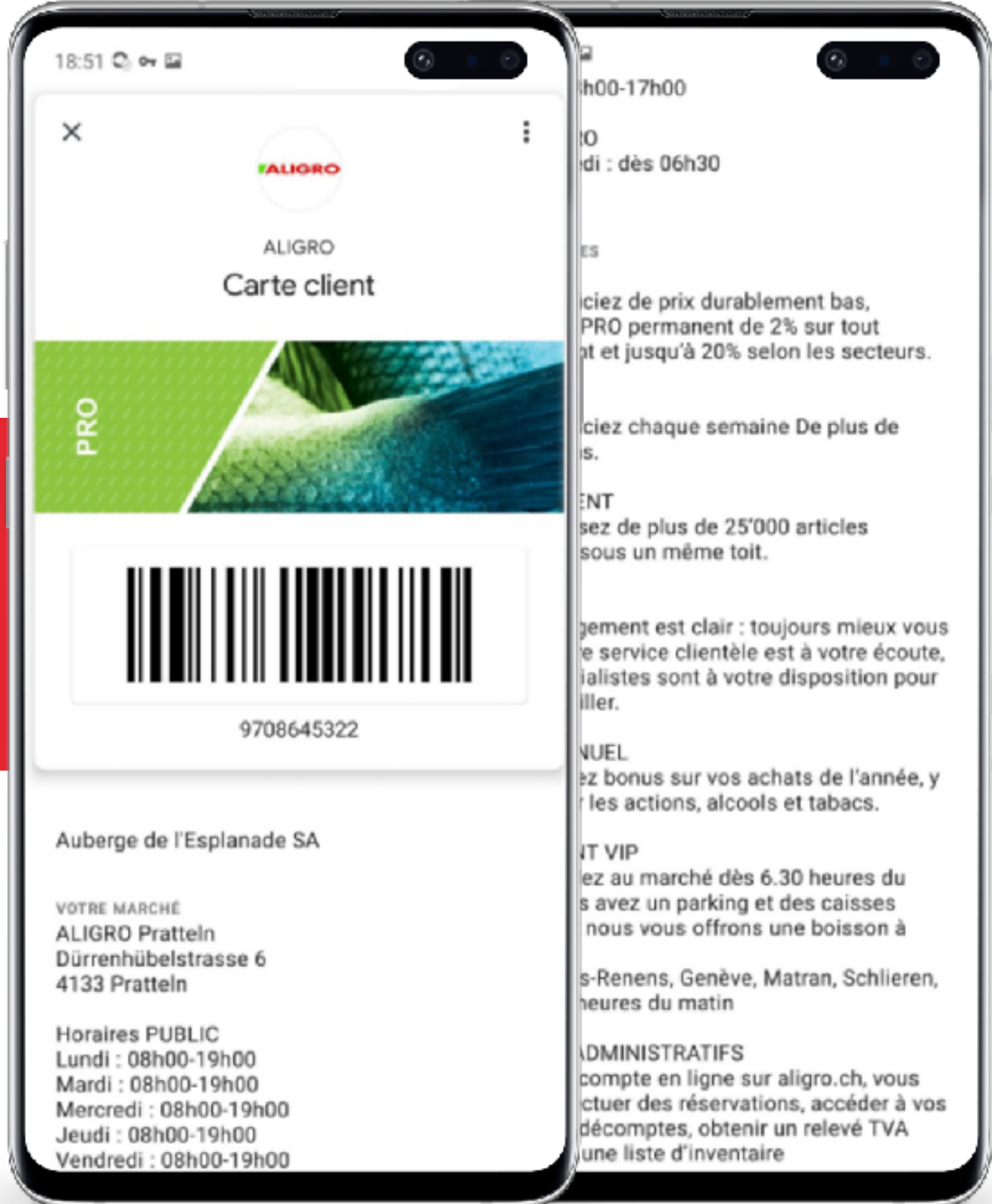


Recto

Verso



Available on Android, via the "Google Wallet" app



Recto

Verso

How does it work?

3. Promotion of the Aligro card in the mobile wallet

- Aligro regularly updates its wallet card according to recent updates and news stories.
- The brand also sends a weekly themed notification.

Examples of weekly themes:

- Easter
- Christmas
- Wine Fair
- Meat Fair



A notification is sent to the customer when there is a new promotion

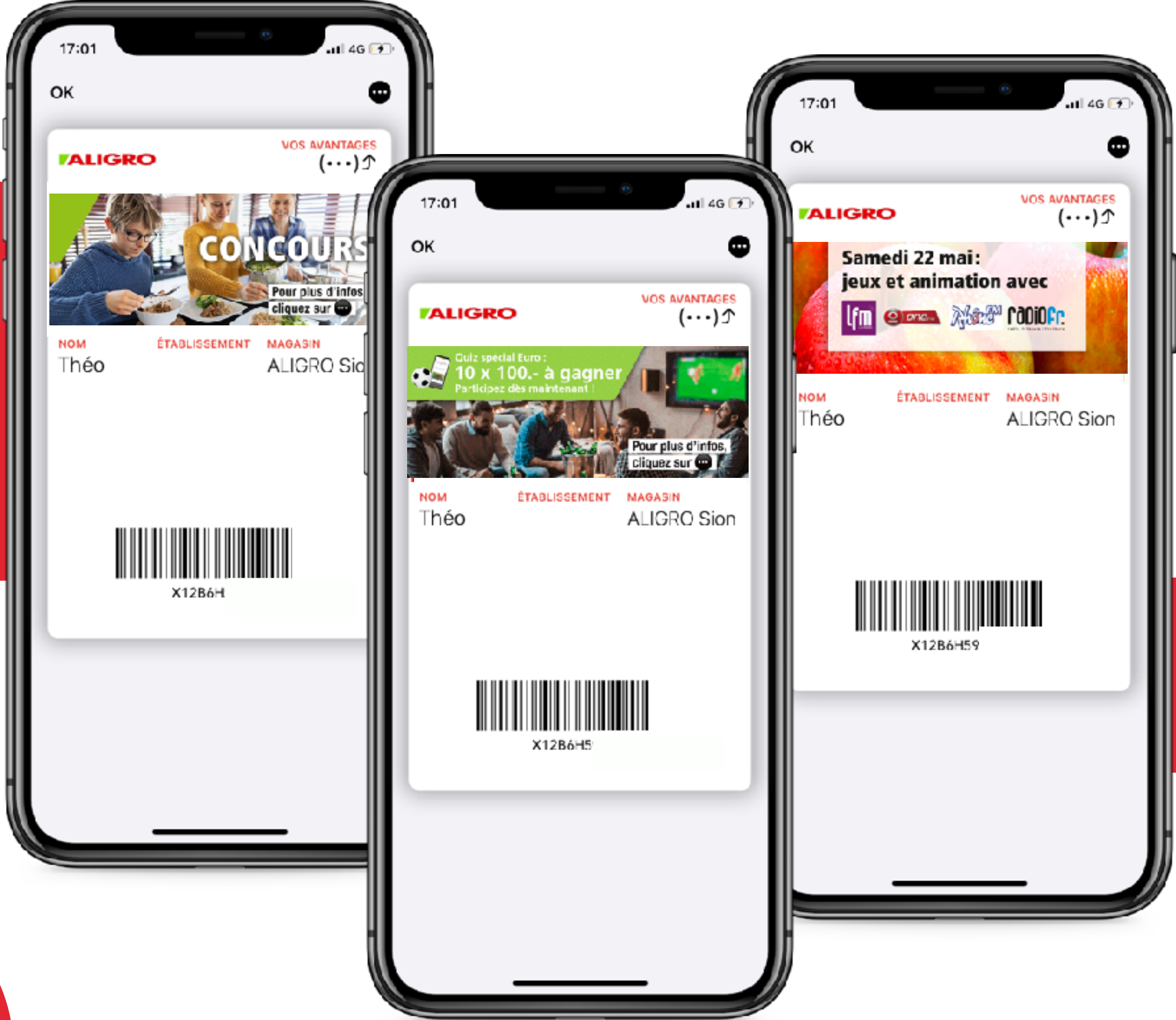
The wallet card is then updated automatically

How does it work?

3. Promotion of the Aligro card in the mobile wallet

Competitions and invitations to events

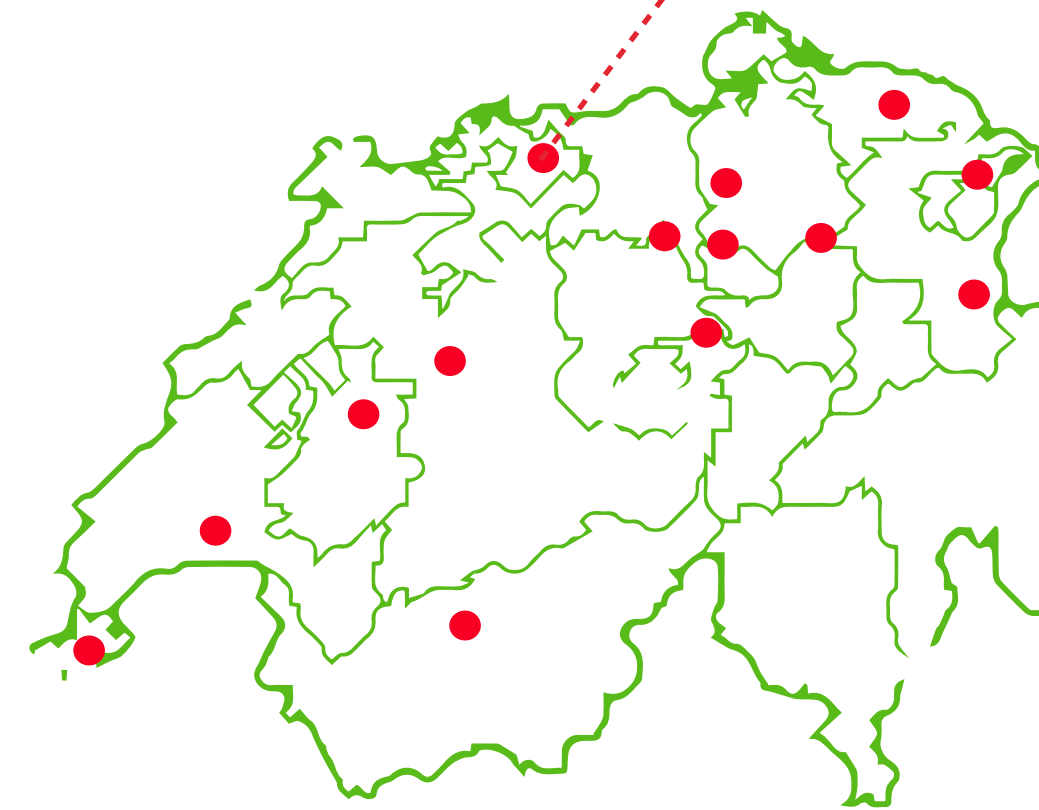
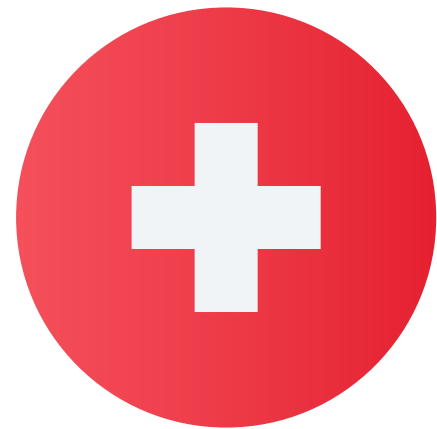
The brand uses the mobile wallet to communicate organized competitions to its members.



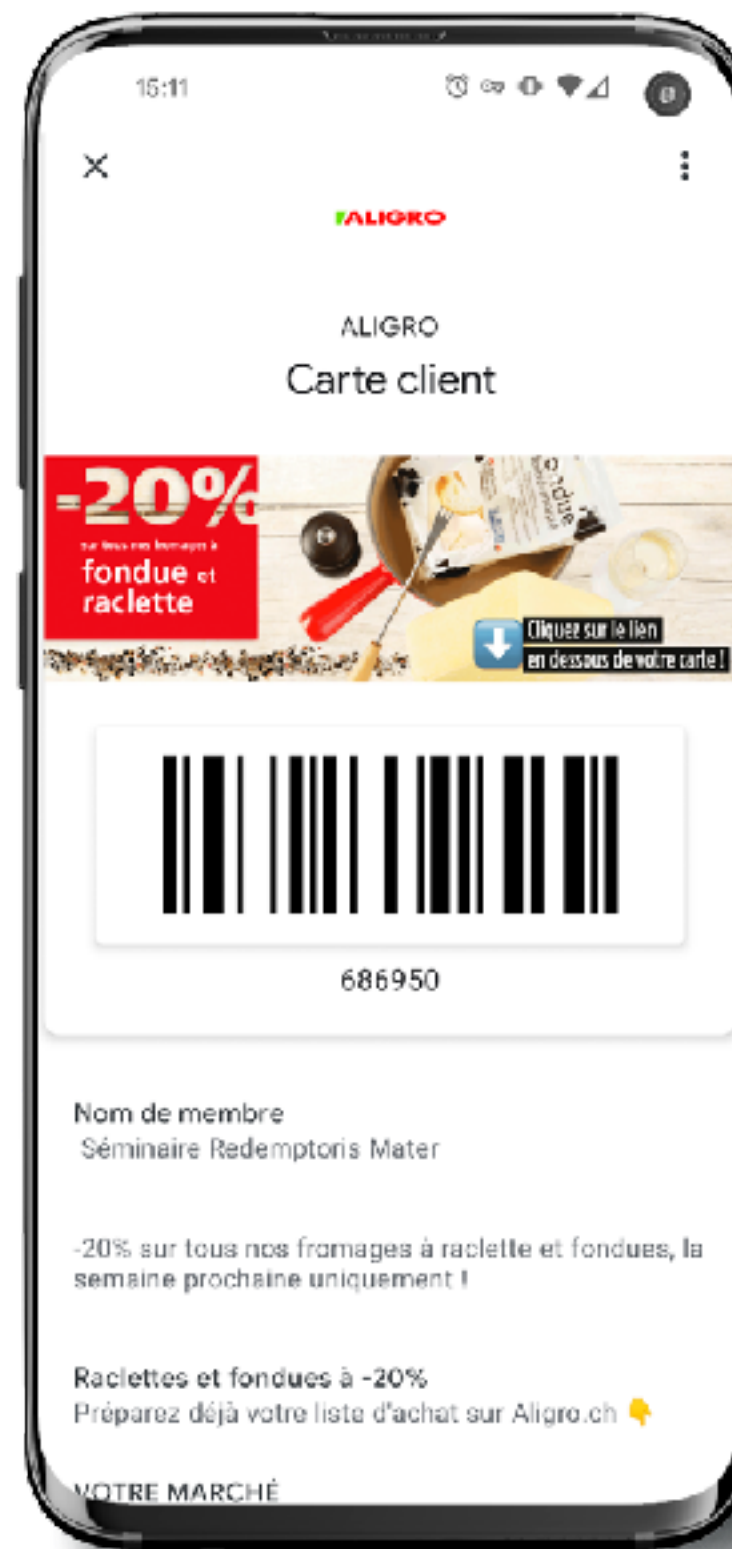
Aligro also sends invitations to its events via the mobile wallet.

How does it work?

3. Promotion of the Aligro card in the mobile wallet



Notification sent according to current news stories



The card is updated automatically

Weekly push notifications

Aligro boosts its customer base by regularly sending push notifications to its walletized customers when there is an update or news about the brand.

Push notifications tailored to the location and customer

Notifications are tailored to the customer's geographical area and are sent based on their region or favorite store. They are also tailored according to the type of customer (individual or business) but also according to their customer group (grocery store, kiosk, restaurant).

Results

Active walletized business customers

+60%
revenue

+40%
frequency of purchases

+10%
on the average cart spend

Active walletized individual customers

+30%
revenue

+20%
frequency of purchases

+10%
on the average cart spend

CONCLUSION

boosts revenue,
frequency of
purchases, and also
average cart spend
per customer.

The impact is driven
by an increase in
frequency of
purchases due to
increased awareness
of special offers via
notifications

More significant
results can be seen
among business
customers.



Aligro satisfaction with our partnership

“

The wallet now allows us to offer our customers an innovative and seamless purchasing process. Through regular push notifications, we can effectively energize our customer base, and this is true for our two types of customer: both business customers and individuals. And the results speak for themselves!



Xavier Trousseau
Marketing & Communication Department Manager

”



Captain Wallet

Captain Wallet digitizes your marketing materials

(Coupon, loyalty card, third-party payment card, invitation, etc.)

in Apple Wallet and Google Wallet. Whatever your goals may be (acquisitions, customer relationships, service, loyalty, contactless, etc.), our experts will help you define and implement a Wallet strategy that is adapted to your company.

Today, more than a hundred major French and international brands use our platform to boost their customer relationships.

SUPPORT

PERSONALIZATION

GEOLOCATION

AUTOMATION

SEGMENTATION

Leader and pioneer

In the field of mobile wallets



Contact Us