



3 SPECIFIC CUSTOMER CASE STUDIES USING MOBILE WALLET

Examples, strategies, figures and visuals

FASHION INDUSTRY

JULES


COURIR

**THE
KOOPLER**

C O N T E N T S



**INTRODUCTION TO THE WALLET AND
ITS FEATURES
P.1-3**



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HAVE YOU HEARD OF THE MOBILE WALLET?

The mobile wallet is **a native mobile application** on all iPhones (named “Cards”) and tends to be included on all Android devices (named “Google Wallet”, formerly “Google Pay”).

Thanks to these wallet applications, **a user can dematerialize any media on their smartphone:** loyalty cards, discount vouchers, boarding passes, third-party payment cards, click & collect receipts, and more

In 2021, **38.7% of French people were aware of this application**, and, within this group, **56% used it** to store their loyalty cards. These figures continue to increase year after year.

As the ultimate new relational channel, the mobile wallet **allows you to send push notifications** to all your “walletized” customers. It therefore appeals to companies in all sectors.

HERE ARE SOME SCENARIOS YOU WILL SEE IN THIS BOOK

LOYALTY
CARDS

C
COURIR®

JULES

RELATIONAL
CARDS

**THE
KOOPLER**

RECRUITMENT
AT POS

C
COURIR®

**THE
KOOPLER**
JULES



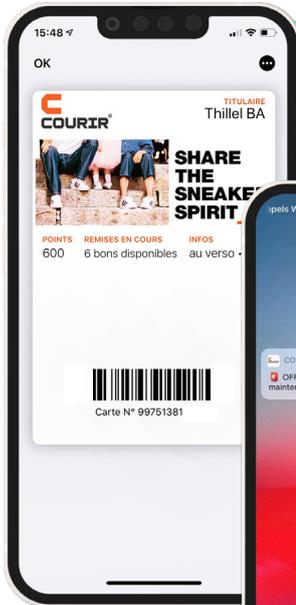
THE FASHION **INDUSTRY**



C COURIR[®]

How did the mobile wallet allow Courir to double the frequency of purchase and boost revenue/customer by 30%?

GOALS



Courrir chose the mobile wallet to support its deployment in Europe while boosting the responsiveness of its existing base in France

- 1 Increase average cart VALUE and purchase frequency
- 2 Acquire and build loyalty among new customers
- 3 Create a customer base in Spain with point-of-sale operations

STRATEGY SUMMARY

1 CONTACT POINTS



IN-STORE FLYERS
In-store flyers with QR codes. The customer scans and fills in a form to download the card.



SMS
SMS messages are sent to the customer with the card download link.



EMAIL
Inserts and links are placed in emails



2 THE CARD IS IN THE CUSTOMER'S MOBILE



THE CARD IS DOWNLOADED
The card is accessible in 2 clicks in the wallet application



INFORMATION UPDATES AUTOMATICALLY
The number of points and discounts on the customer's card change as purchases are made



THE CUSTOMER IS NOTIFIED AUTOMATICALLY
as soon as their balance changes or a discount is granted, they receive a notification



3 THE BRAND RETARGETS ITS CUSTOMERS



THE CARD EVOLVES ACCORDING TO HIGHLIGHTS
The card design and information evolve with each of the brand's programmed highlights.



THE CUSTOMER RECEIVES A NOTIFICATION
For each highlight, the brand decides on the number of notifications sent to its customers

RESULTS LINKED TO LOYALTY



+30 %

Purchase frequency and revenue for **inactive customers**

Purchase frequency and revenue for **new customers**

x2

x2

Purchase frequency and revenue for **active customers**

RESULTS RELATED TO ACQUISITION

Cards downloaded in
2 days, in 17 stores, in
Spain

1,000

13,000

Raffles Courir cards
downloaded in 1 month
in Spain



TESTIMONY



A little over a year after implementing the wallet in France and internationally, the results confirm our strategic choice to invest in this channel to strengthen our connection with our customers. Our customers today expect an interaction that is both simple and premium, and goes beyond searching for equipment or outfits; they want to be first-in-line for new collections and for the best offers. This is what we offer to them through the wallet.

*Graziella Kaeuffer-Royer
CRM Director at COURIR*





JULES

How did Jules boost the purchase frequency of its customers actively using the mobile wallet by 72%?

GOALS



Following the launch of Jules' new loyalty program, as it did not have an app, the brand chose the mobile wallet to effectively communicate its club-related offers.

- 1 Have a communication channel to relay offers related to the club
- 2 Relay commercial promotions
- 3 Make the wallet one of the main boosters of its omnichannel strategy

STRATEGY SUMMARY

1 CONTACT POINTS



IN-STORE FROM OUR IN-HOUSE APPLICATION
Customers can download the Jules card from the sales team's Internal application using a QR code.



SMS AND RCS
SMS and RCS are sent to the best customers with a download link.



EMAIL AND WEBSITE
Inserts dedicated to the wallet are included in emails, newsletters and on the website.

2 THE CARD IS IN THE CUSTOMER'S MOBILE



THE CARD IS DOWNLOADED
Customers can easily retrieve their card from their wallet application



INFORMATION AND DESIGN EVOLVE AUTOMATICALLY

The number of points and the customer's status are updated after a purchase. Each time a new level is reached, the card changes color.



THE CUSTOMER IS NOTIFIED AUTOMATICALLY
Jules sends an automatic notification to the customer as soon as his status and/or point balance changes.

3 THE BRAND RETARGETS ITS CUSTOMERS



THE CARD EVOLVES ACCORDING TO HIGHLIGHTS
During each special event (sales, offers, etc.) scheduled by the brand, the card changes design and the information on the card evolves.



THE CUSTOMER RECEIVES A NOTIFICATION
For each highlight, the brand decides on the number of notifications sent to its customers

RESULTS



Purchase
frequency for
active walletized
customers

+72%

+15%

Average cart value
for active customers

The wallet as an omnichannel solution: some “walletized” customers buy as much online as in store

TESTIMONY



The wallet supports the loyalty program and is a real booster of brand strategy, commercial strategy and news and updates.

*Laura Assedou
Promotions & CRM project manager at JULES*



THE KOOPLES

How has The Kooples boosted its revenue/customer by 89% with the mobile wallet?



GOALS



Not having an application and not wishing to develop one for performance reasons, the brand wanted to set up a proximity channel on mobile devices in order to highlight its relational program.

- 1 Complement the 1-to-1 communication system with a new mobile channel
- 2 Target a young audience, Gen Z, who rarely open newsletters
- 3 Add an additional channel to insert commercial pressure in addition to newsletters and SMS

STRATEGY SUMMARY

1 CONTACT POINTS



IN STORE
QR codes to download the card are displayed on point-of-sale displays and on sales assistants' phones.



WEBSITE
A wallet insert is visible on the site, in both mobile and desktop versions



EMAIL
Inserts dedicated to the wallet are included in order confirmation emails, dedicated emails and all newsletters

2 THE CARD IS IN THE CUSTOMER'S MOBILE



THE CARD IS DOWNLOADED
Customers can easily retrieve their card from their wallet application



INFORMATION AT YOUR FINGERTIPS
Customers can find their reference store on their wallet card, with easy access to the site and order tracking



QUICK IDENTIFICATION
The bar code on the card enables customers to be quickly identified at the checkout

3 THE BRAND RETARGETS ITS CUSTOMERS



THE CARD EVOLVES ACCORDING TO HIGHLIGHTS
During each special event (sales, offers, etc.) scheduled by the brand, the card changes design and the information on the card evolves.



THE CUSTOMER RECEIVES A NOTIFICATION
For each highlight, the brand decides on the number of notifications sent to its customers

RESULTS



+89%

revenue/customer per
walletized customer

+90%

repeat purchases rate
per walletized customer

RESULTS

of walletized customers are omnichannel (vs. 16% for non-walletized customers)

52%

retention rate of the card in customers' wallets

98%



TESTIMONY

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 allows us to reach customers who are difficult to target using traditional channels.

*Inès de Champroux
Customer Acquisition and Experience Manager at THE KOOPLES*



THE FINAL WORD

An infinite number of scenarios can be achieved using the wallet! Whether in the fashion or retail industry, **each customer case is unique** and uses the wallet in its own way. Digitization of loyalty cards, relation cards, discount vouchers... **all works well with this communication channel!** Discover the Captain Wallet solution for yourself **and how it can adapt to your business.**

Thanks to all the brands in this book

JULES

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KOOPLER**

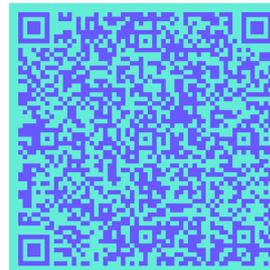
Découvrez notre dernier Blog Book

Sandro, The Kooples, Zadig & Voltaire, Etam, Don't Call Me Jennyfer : 5 belles marques du retail et de la mode qui se sont lancées dans l'aventure wallet.

Malgré des positionnements de marché et des ciblages différents, ces enseignes ont toutes su **tirer profit du wallet mobile**.

Entre **acquisition, fidélisation, couponing ou ticketing**, découvrez comment :

- ▶ Etam augmente de **32% la fréquence d'achat** de ses clientes
- ▶ Don't Call Me Jennyfer **multiplie par 4 la réactivation** de ses clients encore inactifs
- ▶ Zadig & Voltaire **attire une clientèle plus jeune**
- ▶ Sandro **maintient la conversation** quotidiennement avec ses clients
- ▶ The Kooples **simplifie le parcours** de ses clients



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wallet expert



Captain Wallet
is made with love by Carving
Labs

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More than 200 customers put their trust in us

