



## 3 SPECIFIC CUSTOMER CASE STUDIES USING MOBILE WALLET

*Examples, strategies, figures and visuals*

### FASHION INDUSTRY

**JULES**

  
**COURIR**

**THE  
KOOPLS**

# C O N T E N T S



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ITS FEATURES  
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**INTRODUCTION**

# 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



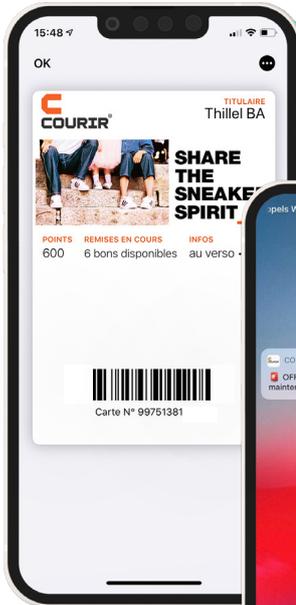
# THE FASHION **INDUSTRY**



# C COURIR<sup>®</sup>

**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 KOOPLER

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

 COURIR®

**THE  
KOOPLÉS**

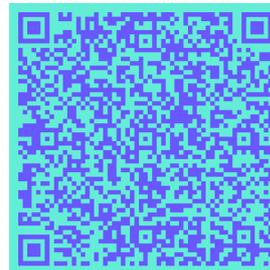
# Découvrez notre dernier Blog Book

**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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