



Captain Wallet

# THE KOOPLER

## CASE STUDY

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How has The Kooples boosted its turnover/customer by 89% on mobile wallet?



Pay

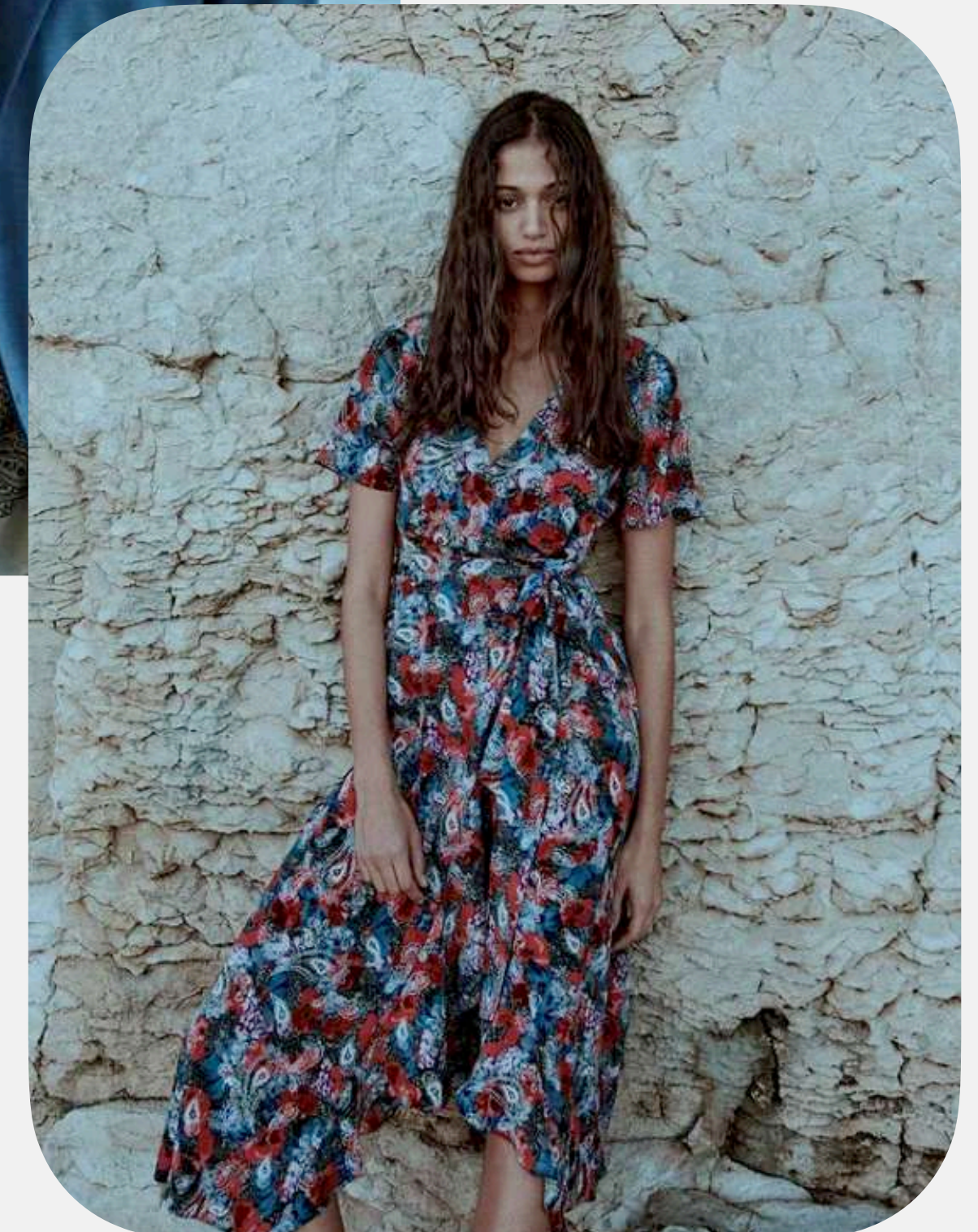
# About **THE KOOPLES**

Founded in **2008** by the  
creators of **Comptoir  
des Cotonniers**

Slogan :  
**"A wardrobe made  
for two"**

**340 stores** in France and  
around the world

An **accessible premium**  
brand that dresses the  
"couple"



# The Kooples' goals



**Supplement the one-to-one communication system with a new mobile channel**

**Personalize the customer journey to create a unique dialogue with each customer**

# Choice of wallet

The wallet is a **local channel** that supplements The Kooples relational marketing channel. This channel is **simple to download** and boasts a **high retention rate**, unlike apps.

**This channel facilitates:**

**Easy communication**  
with customers

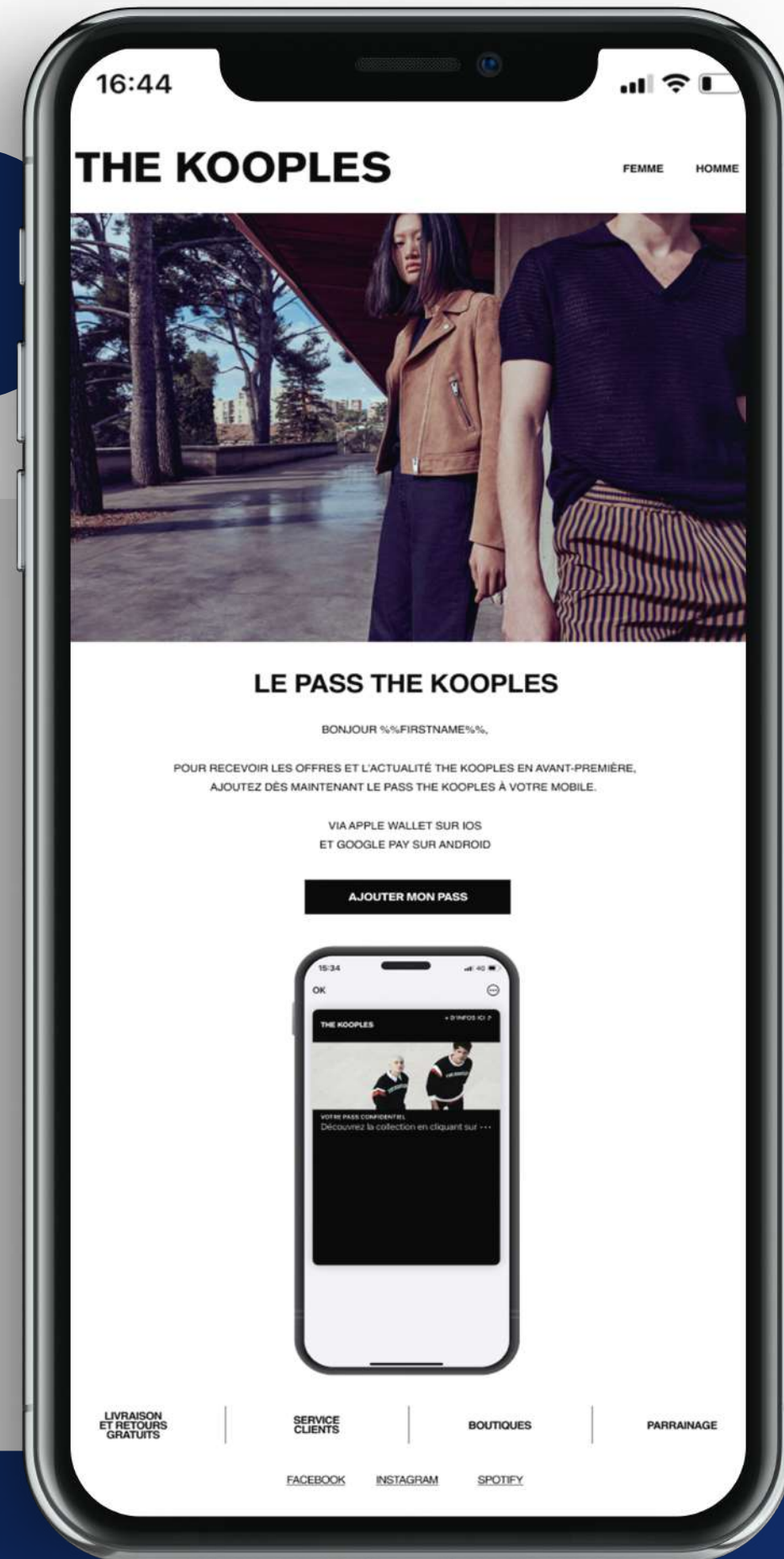
**Targeting a young audience**, Generation Z, who rarely open newsletters

**Adding an additional means of commercial**  
pressure in addition to newsletters and SMS



# How does it work?

1



A CTA encouraging customers to add the card to their wallet is included in communications sent out by The Kooles.

2



The customer can download their The Kooles card into their wallet with just two clicks.

3



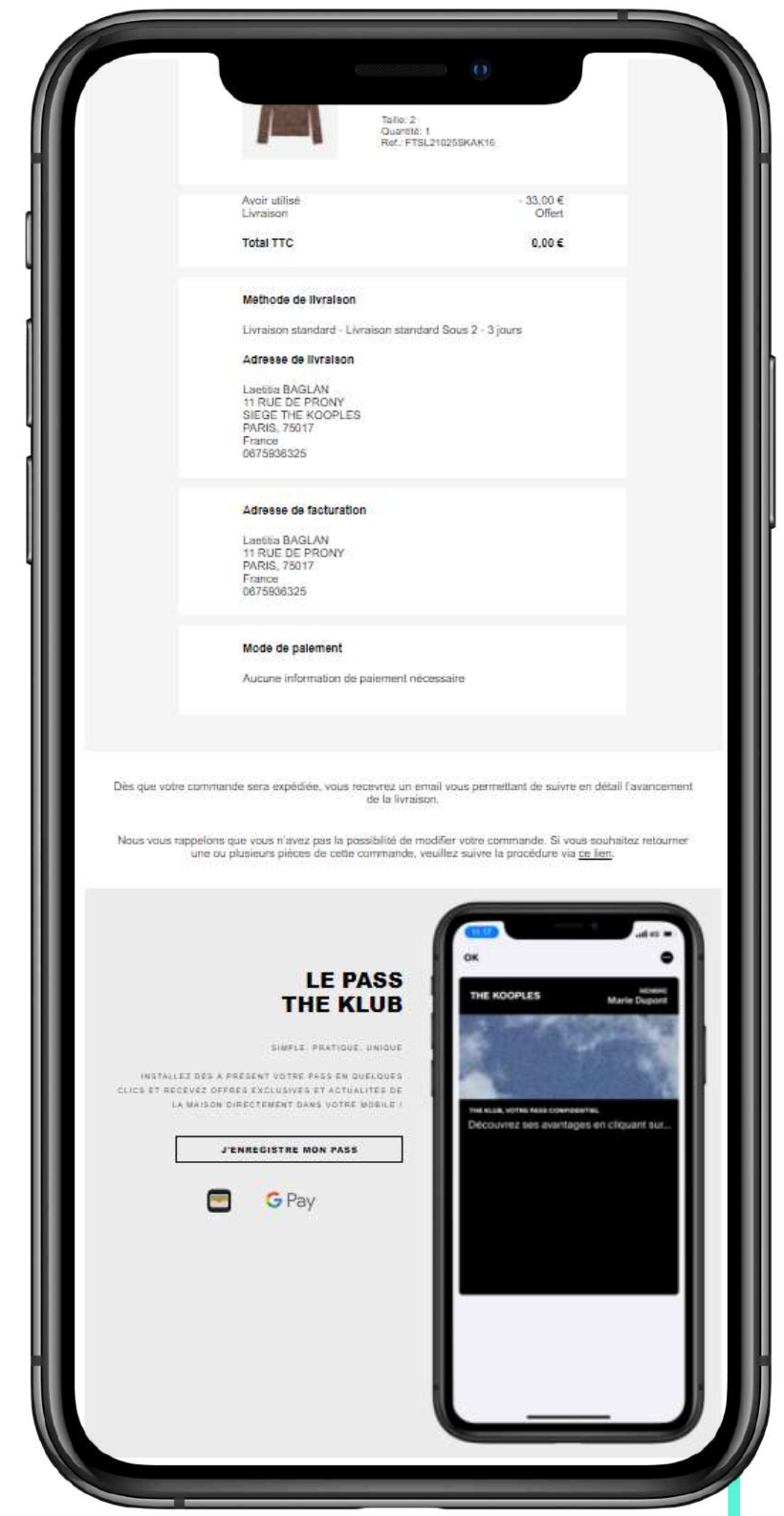
The customer then receives push notifications about new product launches, promotions, offers, etc.

1

# The Kooples walletizes its customers from its points of contact

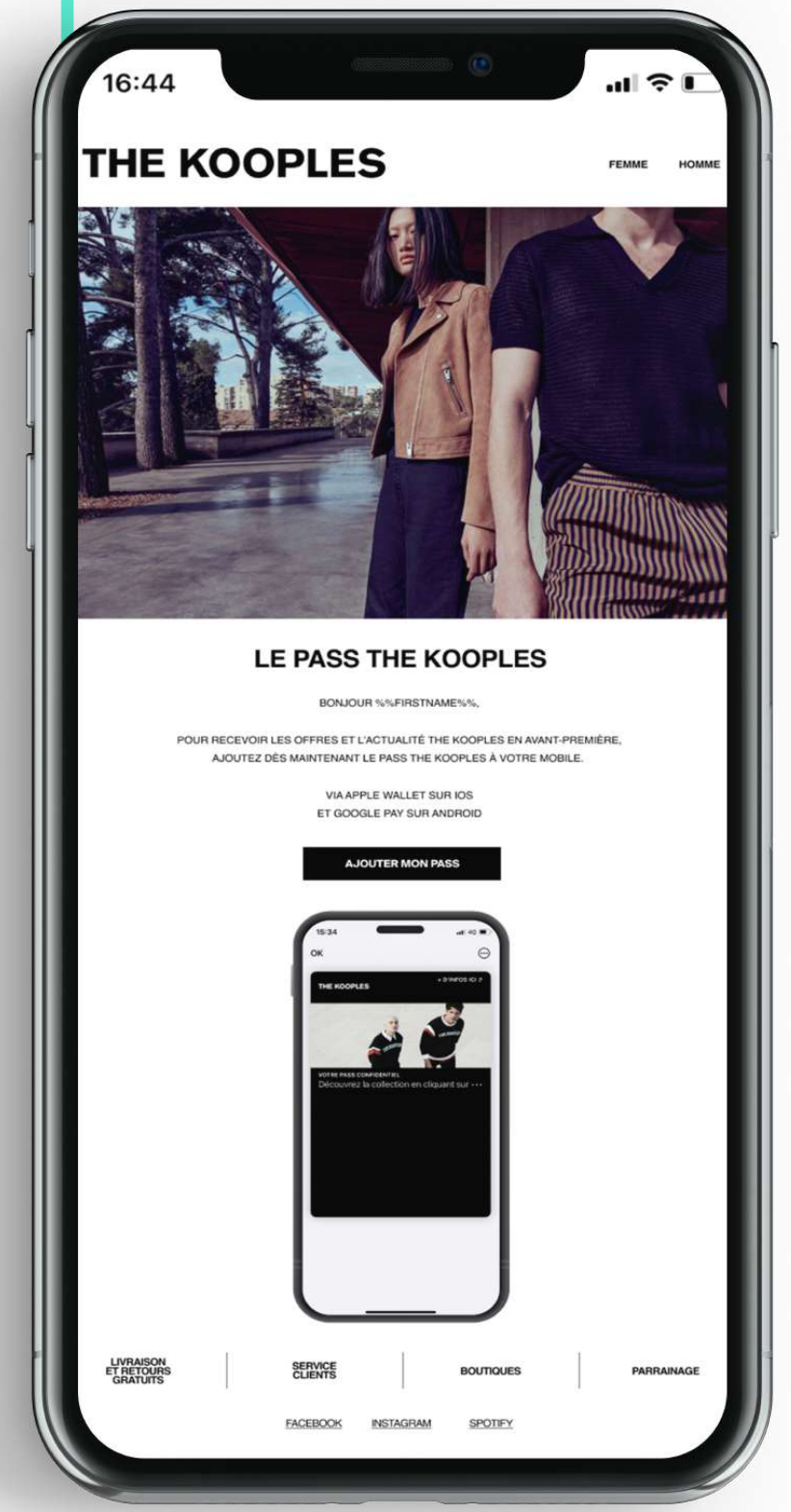
Recruitment is a **hugely important step** on which The Kooples has worked closely with the Captain Wallet team

From an order confirmation



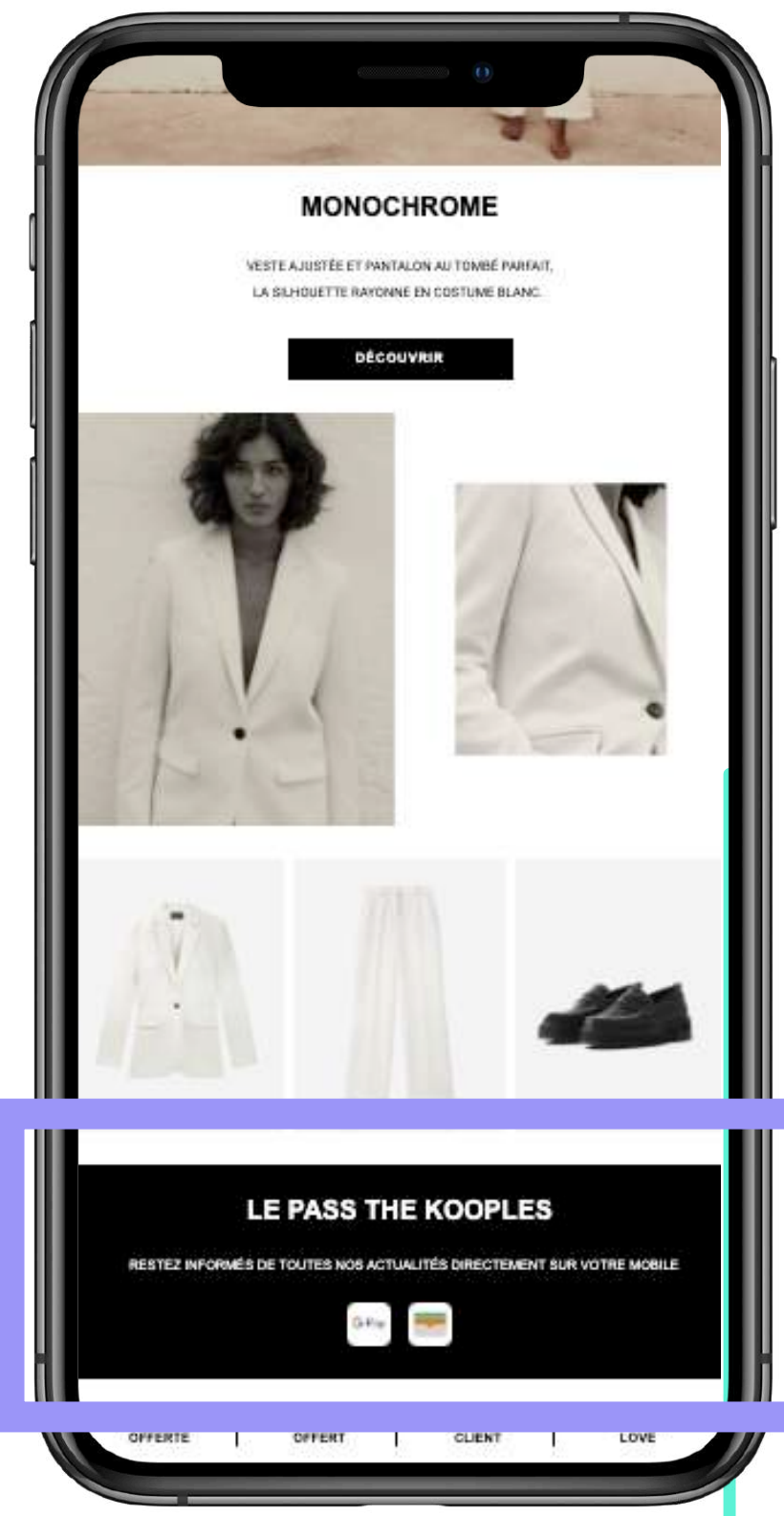
Redesign of transactional emails to include the wallet at different touch points.

The brand has a high membership rate and uses these specific emails to "tease" key messages.



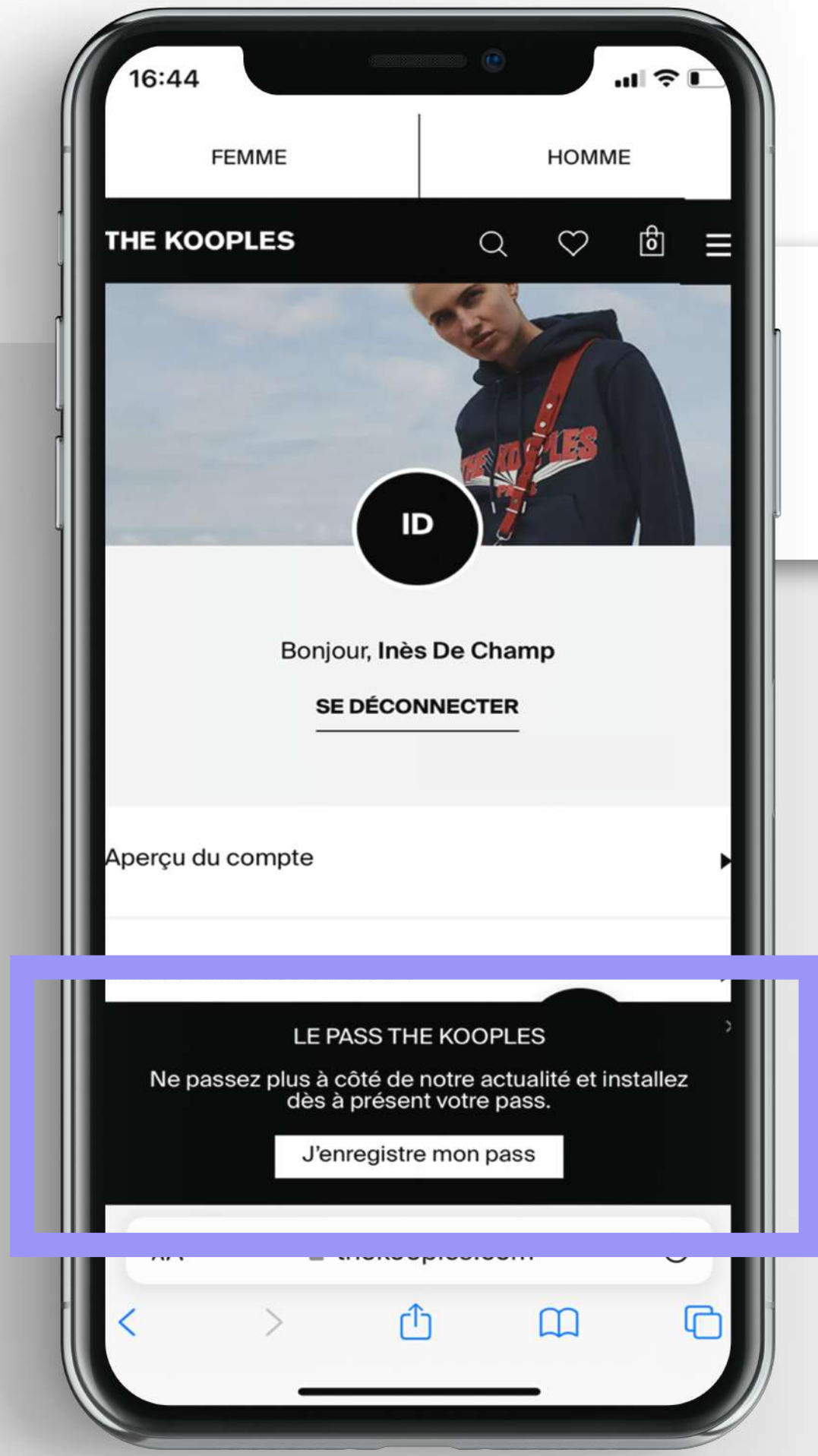
From a specific email

From all newsletters



An insert is included in all newsletters. This allows The Kooples to connect with customers who register their card.

# 1 The Kooples walletizes its customers from its points of contact

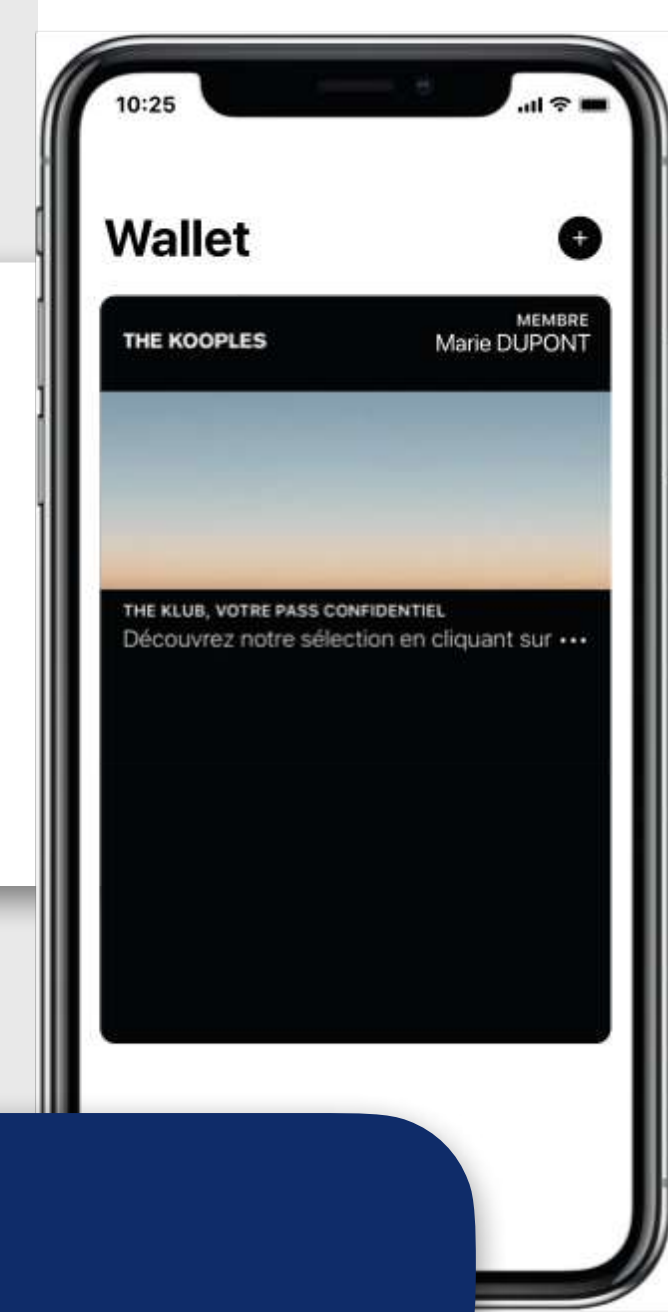


## On the website

An insert that works very well at The Kooples, available on mobile and desktop.

## In stores at the POS

The Kooples encourages customers to ownload the card in-store via a QR code that can be accessed on POS displays at checkouts or on the sales teams' cell phones.



## REJOIGNEZ NOUS

### VOTRE PASS CONFIDENTIEL

Invitations personnelles et offres exclusives à portée de main, directement dans votre mobile. Votre pass, notre complicité.

SCANNEZ & DÉCOUVREZ:



Compatible Apple Wallet sur iOS et Google Pay sur Android.

**Saves time for sales teams:**  
no need to create a customer file

2

## The Kooples card is downloaded to the customer's mobile device in just two clicks

Thanks to the barcode, the customer is authenticated directly when scanning the card.



RECTO



VERSO

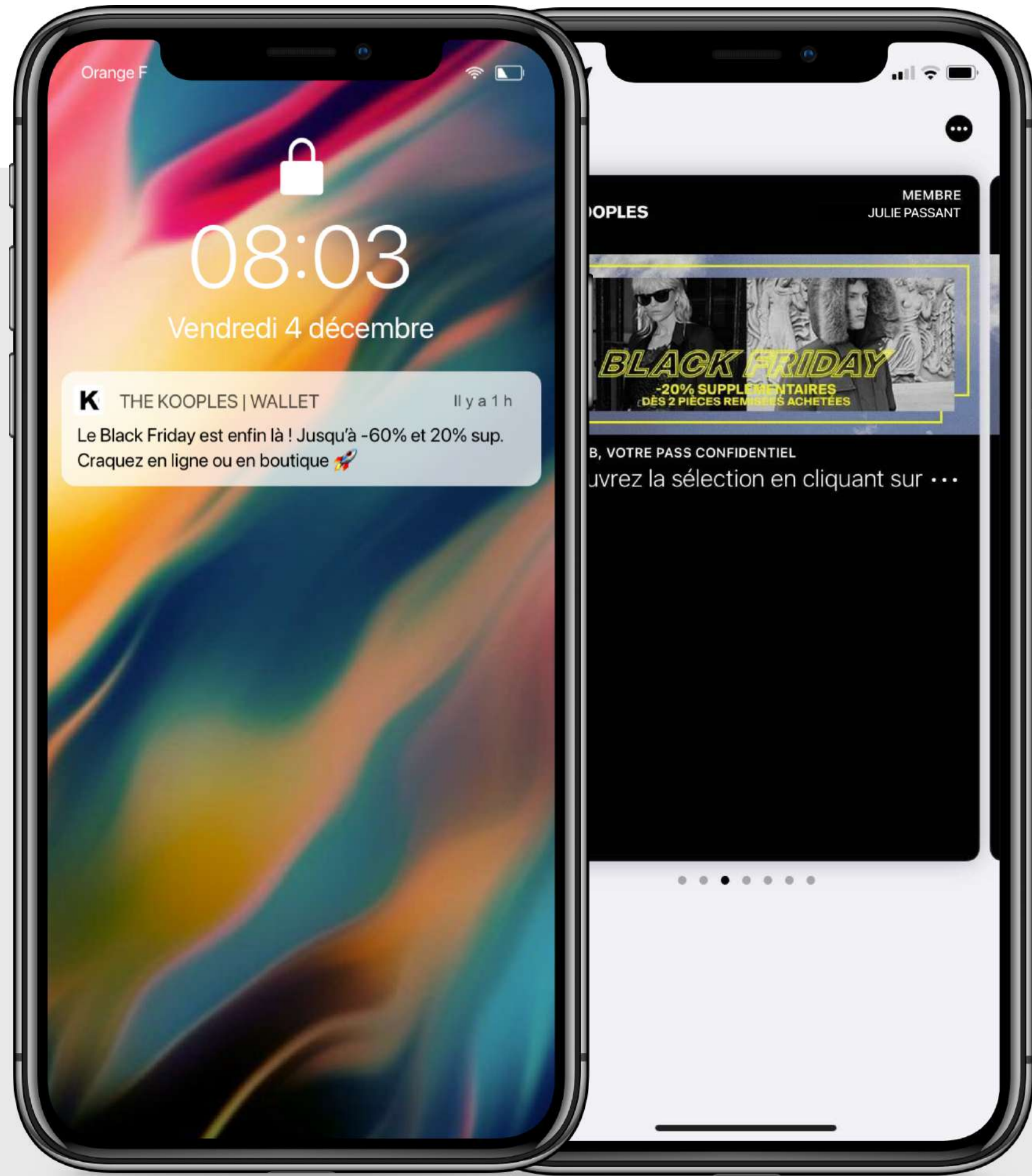
The customer locates their specific store.

The brand uses the wallet as an additional touch point to redirect users to its website.

The customer can track their order from the wallet and contact customer service.



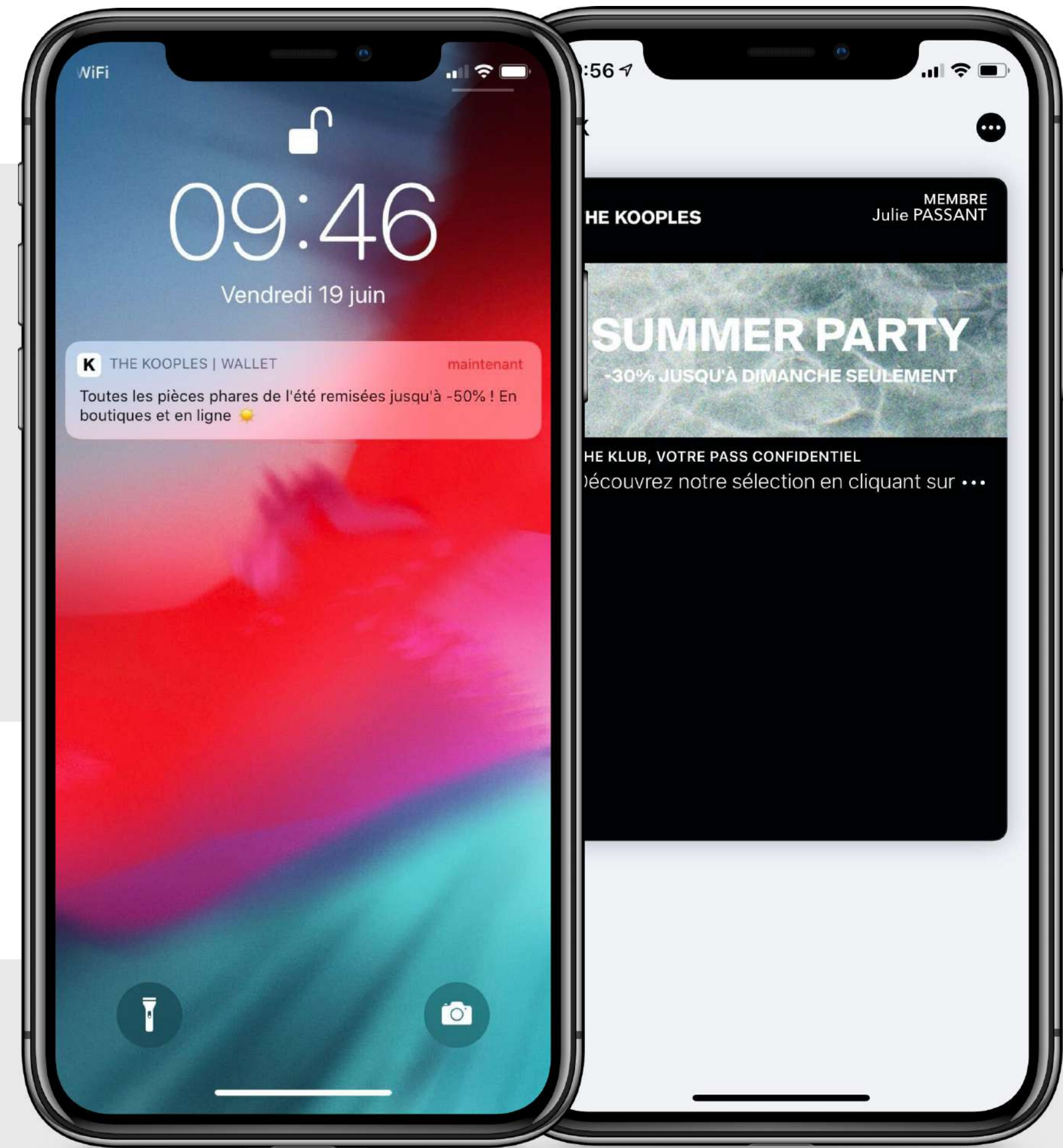
# 3 The Kooples retargets and sends push notifications to their customers through the wallet



BLACK FRIDAY

The Kooples uses the wallet to publicize the highlights of its business activity schedule.

The wallet card is then updated automatically. The brand sends push notifications that are specific to its target customer.



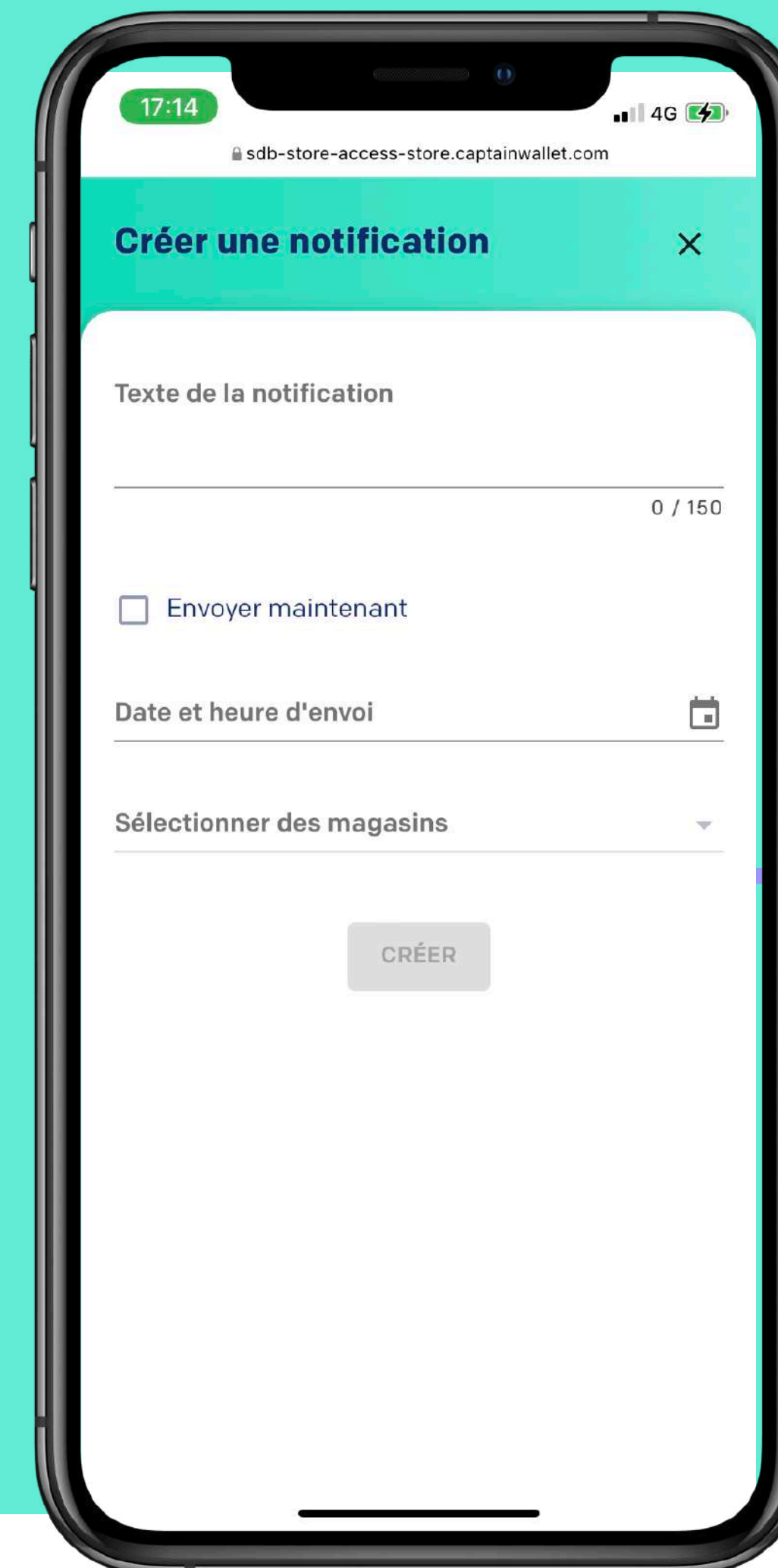
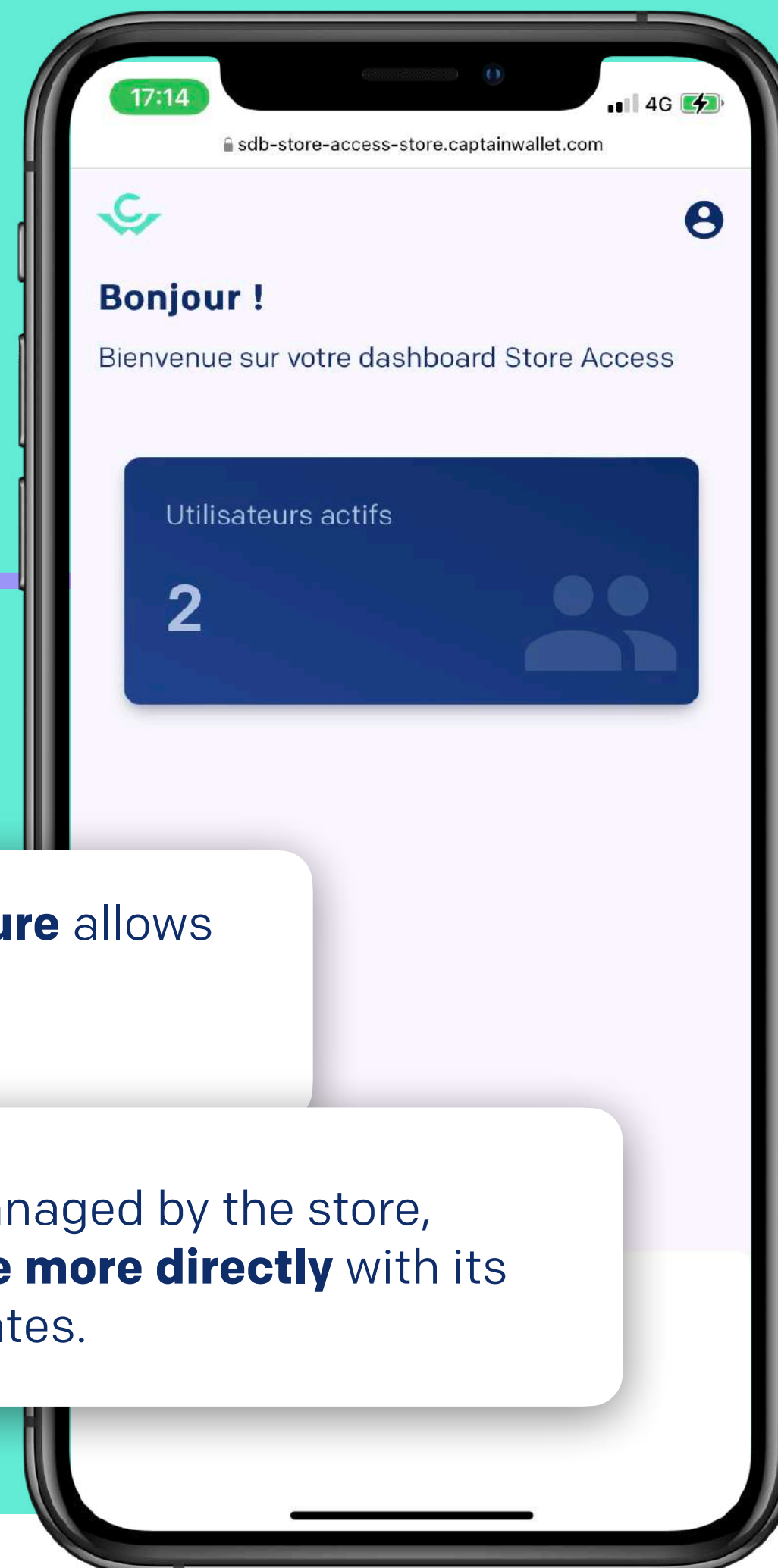
SUMMER SALES

# STORE ACCESS : An accessible interface for Managers of points of sale

Displays the number of cards associated with a point of sale

Captain Wallet's **Store Access feature** allows you to manage content and send notifications from a point of sale.

A simplified interface is managed by the store, allowing it to **communicate more directly** with its consumers and share updates.



Allows a notification to be sent immediately or scheduled for a specific time

# The Kooples wallet in figures

+89%

turnover/walletized customer

+90%

repeat purchases/walletized customer

52%

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

98%

retention rate of cards in the wallet

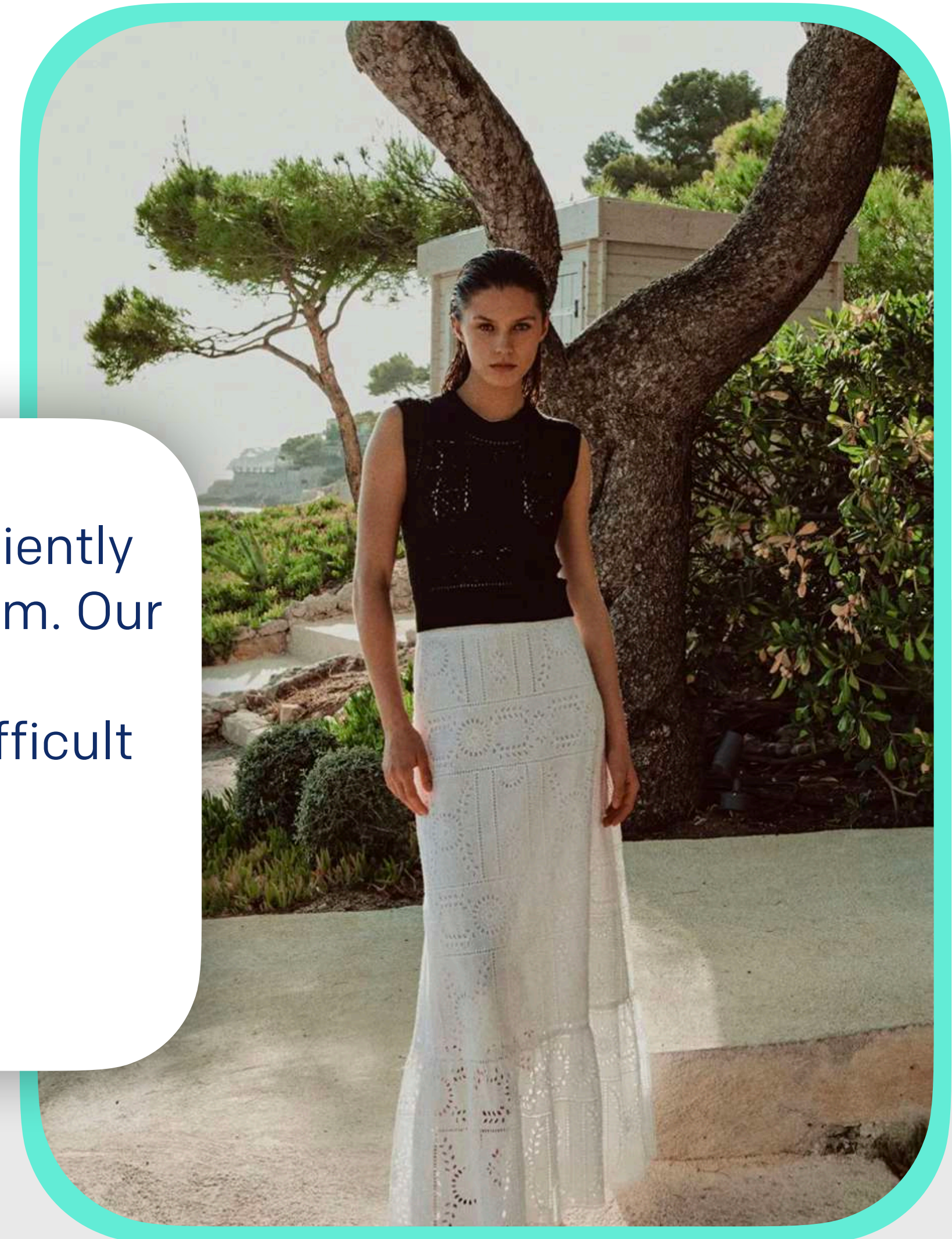
# The Kooples Feedback



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

**Inès de Champroux**

Customer Acquisition and Experience Manager



# The Kooples experience in video

# WEBINAR

## THE KOOPLES PARIS

Comment The Kooples booste  
de 89% son client sur  
le wallet mobile ?



**Inès de Champroux**  
Responsable Acquisition & Expérience Client  
THE KOOPLES  
PARIS





*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