



Captain Wallet shifts Europcar loyalty into high gear

70%*

of Privilege Loyalty members are satisfied with their new digital card stored in Google Pay

Europcar’s virtual Privilege Loyalty card is powered by Captain Wallet

Europcar is Europe’s leading car rental company and one of the world’s largest mobility market providers. Operating in more than 130 countries covering Europe, the Middle-East, Africa, Asia and South America, **Privilege is Europcar’s worldwide free loyalty program**. In 2017, Europcar decided to **digitalize their Privilege Loyalty card** on Google Pay for the members of their loyalty program. Captain Wallet, official partner of Google Pay, was the engine behind the integration and deployment of the virtual Privilege Loyalty card on Google Pay.

#digitalwalletlove #plasticfree*

68% of customers prefer a virtual card to a physical one.

Dedicated to online retail best practices

Currently, 30% of Europcar customers are using mobile apps to make reservations with the company so digitalizing their loyalty program was the natural next step. Members of Europcar’s Privilege Loyalty program can now save their card to Google Pay for immediate access to their rewards and information related to their bookings – no need to search for emails to access their information. And, new offers and incentives can be delivered directly to customer smartphones increasing retention rates and loyalty program ROI.

Customers love it and keep it!

With a **90% adoption rate of the virtual card**,** Europcar’s Privilege Loyalty program is **only one tap away**.

“Providing a fully digitalized customer journey is at the heart of Europcar’s strategy and the Privilege Loyalty virtual card is a key step for our most loyal customers.”

Caroline Verhague-Soudon,
Europcar Mobility Group
Head of Brand & Loyalty Marketing

“The Google Pay API is very business oriented and straightforward to use. It immediately met our clients’ needs.”

Bertrand Leroy,
Captain Wallet,
Chief Technology Officer

* Survey conducted by Europcar in April 2018.

**Source: Captain Wallet

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