ELIN UP Rewards Case Study

A leading company in the energy sector in Greece

Initial Info

A Greek leader in the energy sector started running a loyalty system in 2018 with gas stations located all over Greece.

+12%
Customer Retention

+2,1%
Basket Value

LOYALTY PREVIEW

We combine traditional loyalty card with mobile payments at the pump and with tablets near the pump. The result is a powerfull combination that make customers happy all over Greece and increase customer engagement up to 5% every year the last 4 years. Our marketing automation solution helps ELIN to increase even more engagement and efficiency.

Mobile Payments **Loyalty Card** **RoadCube POS**

KEY METRICS ENHANCED

1

Average Basket Value

We have total +2,1% higher basket value after 4 years running a loyalty system.

2

Customer Retention Rate

We increeased the average customer retention up to 12% for all the gas stations that participate and we continue increasing this metric every single year.

3

Customer Learning Curve

Having 3 different ways (card, app, POS) to get points made it easier for the consumer to select his own way and learn the program faster (1 week learning curve)

HHG Hellenic Healthcare Group

Health_e Bonus Case Study

A leading company in the health sector in Greece

Initial Info

The biggest health provider in Greece started a huge loyalty system for the biggest hospitalsall over the country

+9%
Customer Retention

+4%
Basket Value

LOYALTY PREVIEW

We combine digital loyalty card with with our marketing automation solution to bring the ultimate loyalty experience in the biggest health provider of Greece. We target the basket value increase by combining the traffic of 6 big hospitals and the retention of Health Spots to increase the basic KPIs fast and accurately.

Mobile App

Loyalty Card

KEY METRICS ENHANCED

1

Average Basket Value

We have total +4% higher basket value after 2 years running a loyalty system.

2

Customer Retention Rate

We increeased the average customer retention up to 9% for all the hospitals and the health spots

3

Customer Learning Curve

We have a very small learning curve because of the digital loyalty card (1 day)

Caffeine Loyalty Case Study

A coffee franchise in Greece

Initial Info

A coffee brand in Greece with many locations in different cities. We target customer retention so that we can lock all clients and never visit other coffee place.

+11%
Customer Retention

+2%
Basket Value

LOYALTY PREVIEW

We made a very simple loyalty scheme based on visits to help the stores work fast and make the learning curve very small for both employees and clients. The results are fast and impressive.

RoadCube POS

KEY METRICS ENHANCED

1 **Average Basket Value**

We have total +2 % higher basket value after 3 months running a loyalty system.

2 **Customer Retention Rate**

We increeased the average customer retention up to 11% in a few months

3 **Customer Learning Curve**

The loyalty system is very simple and straight forward and this makes learning curve as short as 1day.

Food Store Loyalty Case Study

How a local store can increase KPIs every year

Initial Info

A local store that sells frozen food & fish. Our challenge was to collect as many clients as we can and make the store the no.1 choice locally for the consumers.

+19%
Customer Retention

+2,9%
Basket Value

LOYALTY PREVIEW

We kept the loyalty simple without cards and apps and we focused on marketing campaigns that will make the consumer familiar with the brand and reward them to come back and enjoy quality products.

EQUIPMENT

RoadCube POS

KEY METRICS ENHANCED

1

Average Basket Value

In a very small timeframe we were able to increase the average basket value +2,9% which is very rare for local stores.

2

Customer Retention Rate

We increased the customer retention rate up to 19% and this is a result of loyalty system combined with reward campaigns.

3

Customer Learning Curve

The loyalty system is very simple and straight forward and this makes learning curve as short as 1day.
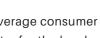
Petflix Loyalty Case Study

How a petshop can skyrocket his average basket value

Initial Info

A local pet shop that needs to become the no 1 choice for local pet owners and get a competitive advantage of competition.

+18%
Customer Retention

+1,7%
Basket Value

LOYALTY PREVIEW

We keep the loyalty system very simple so that the average consumer can be rewarded fast and easily and bring results faster for the local store.

EQUIPMENT

RoadCube POS

KEY METRICS ENHANCED

1

Average Basket Value

After 2 years we had a 1,7% increase in average basket value that proves the acquracy of the loyalty system.

2

Customer Retention Rate

We increased customer retention up to 18% in a very short timeframe in the local market.

3

Customer Learning Curve

Learning curve is 1 day since the scheme is very simple for local people to undertand.

Easy 2 See Loyalty Case Study

How a chain of store can get increase customer retention

Initial Info

One of the biggest chain in Greece want to reward loyal customers and increase customer retention and average basket value.

+15%
Customer Retention

+0,9%
Basket Value

LOYALTY PREVIEW

We have to help easy to see to obtain a clear competitive advantage over a very competitive market. The loyalty system has to run on web browser because we couldnt use additional equipment. The result was fast and impressive.

EQUIPMENT

RoadCube Platform

KEY METRICS ENHANCED

1

Average Basket Value

We increased the basket value +0,9% in the first year of usage.

2

Customer Retention Rate

Customer retention was increased up to 15% from the first 6 months of usage

3

Customer Learning Curve

Learning curve is 0 days since the cashier runs the whole program for the consumer.

White Smoke Loyalty Case Study

How we helped a vappe store to increasee customer retention

Initial Info

A local store in Glyfada that wants to communicate with their customers and increase retention in a very competitive market.

+18%
Customer Retention

+0,2%
Basket Value

LOYALTY PREVIEW ⌄

Our goal was to increase customer retention in a very difficult neighbourhood with huge competition. We chose a simple but proven scheme to make our store stand out.

EQUIPMENT ⌄

RoadCube POS

KEY METRICS ENHANCED ⌄

1 **Average Basket Value**
The average basket didnt have massive impact due to our loyalty scheme and was increased up to 0,2%

2 **Customer Retention Rate**
Our scheme was targeting the average customer retention rate that went up to 18% in a few months or usage.

3 **Customer Learning Curve**
Learning curve is 1 day since we use the RoadCube POS.

Freedom Fashion Loyalty Case Study

How we helped a fashion brand increase clients loyalty

Initial Info

A greek brand with a very loyal customers that want to reward the loyalty, increase retention and grow faster in the Freek market

+12%
Customer Retention

+2,1%
Basket Value

LOYALTY PREVIEW

We had to combine offline and online loyalty and make it seemless for any consumer to use it. We have a very strong brand for a niche market and very loyal customers. We focused on simplicity and seemless usage so that we can help achieving the goals.

RoadCube POS

Plugin

KEY METRICS ENHANCED

1

Average Basket Value

We increased the basket value 2,1% in a very short time, by synchronizing the physical and digital store with our plugins and the RoadCube POS.

2

Customer Retention Rate

We increased the average customer retention rate 12% from the third month of usage.

3

Customer Learning Curve

The learning curve is 1 week since the consumer has to understand how to use it online and offline.

ONIXOKOPTIO LOYALTY Case Study

How we helped a nail salon increase loyalty

Initial Info

We have a local nail salon in Palaio Faliro that wants a competitive advantage over their competition

+12%
Customer Retention

+2,1%
Basket Value

LOYALTY PREVIEW

A very competitive market with many options for the consumer. We needed a simple scheme that makes the local nail salon stand out from the other stores and make it unique.

EQUIPMENT

RoadCube POS

KEY METRICS ENHANCED

1

Average Basket Value

We increased the average basket value up to 2,1% in a few months.

2

Customer Retention Rate

Customer retention was increased up to 12% in a short timeframe.

3

Customer Learning Curve

The loyalty scheme is very simple and the learning curve is 1 day.