FROM STORES TO DESKTOP TO MOBILE: TRUE VALUE’S LOYALTY EVOLUTION

SUE SMOLENSKI – SENIOR DIRECTOR, OMNI CHANNEL MARKETING, TRUE VALUE
JERRY FILIPIAK – CEO, COMARCH INC.
HIGH-LEVEL AGENDA

- Brief introduction of Comarch
- True Value Overview
- True Value journey
- Results of the True Value Rewards program
DIFFERENT LOYALTY MODELS IN ONE SOLUTION

COMARCH LOYALTY MANAGEMENT

- Multipartner loyalty programs & coalitions
- Stand-alone loyalty programs
- Frequent flyer programs
- Employees incentive programs
- B2C/ B2B loyalty programs
VALUE OF INDEPENDENCE

- More than 14 million American children attend deteriorating schools
- About 30% of rural, 38% of urban and 29% of suburban schools have at least one building requiring extensive repair
- In 2017, 165 schools received up to 40 gallons of paint
TRUE VALUE’S JOURNEY
Executive buy in + cross functional team work
TRUE VALUE’S JOURNEY

GET A HANDLE ON DATA

UNDERSTAND CUSTOMERS AND CHANNELS
TRUE VALUE’S JOURNEY

CONTEXT - What you want to say
TIMING - When you say it
VALUE - What they’re interested in

GET RELEVANT WITH YOUR CUSTOMERS
CUSTOMER FOCUSED VISION SYSTEM DESIGN – COMARCH INTEGRATION
CUSTOMER FOCUSED VISION SYSTEM DESIGN – COMARCH INTEGRATION
CUSTOMER FOCUSED VISION SYSTEM DESIGN – COMARCH INTEGRATION
CUSTOMER FOCUSED VISION

Whole sales → Retail Sales
CUSTOMER CONTACT STRATEGY

- Store Segmentation
- Test, Review & Revise
- Customer Segmentation
- Message and Offer Response
- Channel Response
CUSTOMER CONTACT STRATEGY
RESPONSIVE WEBSITES
MOBILE TESTING
MOBILE APPLICATION LAUNCH
WHAT’S NEXT - BEACONS
WHAT’S NEXT - LOCATION-BASED OFFERS

Wine for two

Wine for two is a creative way to display a favorite bottle of wine and a pair of glasses. Handmade from a retired French Oak.

Expiration date: 2016-12-31

Stand Mixer

Easily make your favorite cakes and multiple batches of cookie dough with the 5-quart stainless...

Expiration date: 2016-12-31
WHAT’S NEXT - IN-STORE APPLICATION

- Quick enrollment
- Member recognition
- Accrual
- Redemption
WHAT’S NEXT - SMART CITY APPLICATIONS
THANK YOU!