

About Qivos

Qivos is a marketing technology agency that delivers successful end-to-end customer loyalty management through unified commerce. Based on its expertise in customer experience strategies and tailor-made technology solutions, Qivos helps brands to create customer loyalty.

The company was founded in 2004 in Greece by Evangelos Karalis (CEO Qivos) and Fani Charmpi (COO Qivos) with strong international presence in eight countries.

The company supports and meets the needs of its customers with innovative and efficient services and technology solutions. In order to bridge gap of the consumer experience between the physical and the digital environment, Qivos helps its customers:

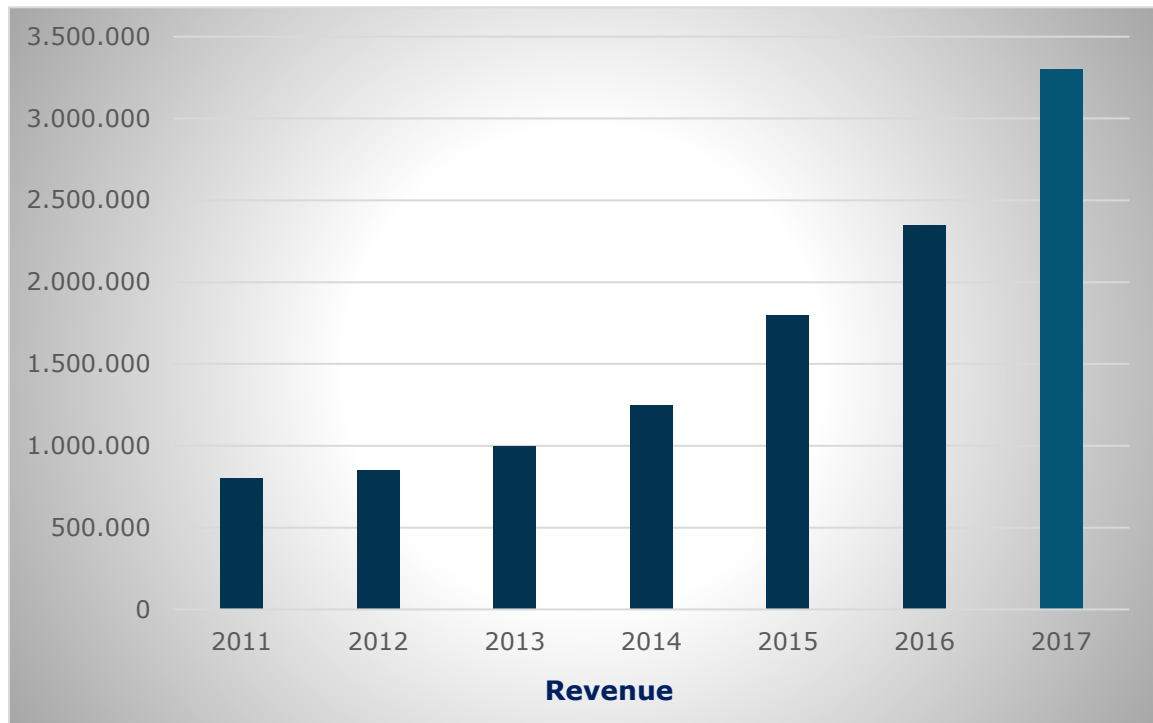
- drive incremental sales,
- maintain and expand their clientele,
- strengthen brand loyalty and
- get a deeper understanding of their consumers' preferences and shopping behavior

Milestones



Financials

Through a successful business plan, Qivos has achieved a steady increase in its turnover over the last eight years (2009-2017). More specific, for 2017, the turnover amounted to € 3,300,000, recording an increase of 45% compared to 2016.



Human Resources

Driven by its specialized human resources, which is constantly growing, having today a total number of 55+ highly skilled employees occupied in different sectors.

Partners & Clients

With a successful presence of 14 years, Qivos has developed a vast portfolio of projects for more than 35 major companies in the Greek and global markets, such as Intersport, IKEA, Johnson & Johnson, Marks & Spencer, Accessorize, Beaute Gallery, L'Oreal, and others.

Loyalty facts

Today, Qivos' customers have more than 5,000,000 registered members.

The total transactions that have been made since 2011 are around 32M, resulting in a total turnover of 4 billion euros.

In addition, over the same period, a total of 11,000 promotions have been made on various channels (SMS, email, Viber, SM etc.) to 75M recipients.

Qivos services

Through effective omni-channel consumer-to-business strategies and tailor-made technology solutions, Qivos helps businesses increase revenue and create long-lasting and unique relationships with their customers by implementing 4 simple steps:

- Identify shoppers at every channel
- Analyze consumer behavior and create unified customer profiles
- Design and execute multi-channel targeted campaigns
- Increase of the Customer Lifetime Value (CLV) and achieve great ROmI (Return on Marketing Investment)

1.How we deliver technology: QIVOS CLOUD platform

QIVOS CLOUD is a B2C Customer Loyalty Management platform designed to meet all today's cutting-edge requirements for user experience. Identify shoppers at every touchpoint, build unified profiles & leverage insights to define key shopping patterns. The platform enables modern retailers unify the gap between the online and offline customer experience and deliver the omnichannel promise.

The platform already serves more than 25 brands and 5 million consumers in the Greek and international markets. The main features of the platform include the following:

- 1. Unified Customer profiles**
- 2. Customer loyalty management**
- 3. Customer insights (Insights +)**
- 4. Campaign management**
- 5. Mobile loyalty app**
- 6. Loyalty email marketing (Enbox)**

2. Services

We help our customers to connect with their consumers in a faster and more accurate way, by providing the below marketing and technology services:

- 1. Strategy Consulting**
- 2. Loyalty program implementation**
- 3. Loyalty campaign management**
- 4. Omnichannel Operations**
- 5. Customer Insights**