Balfin Group

Happy Loyalty Program

What Balfin has to say

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Balfin's main goal was to unite all 5 leading companies and create an ultimate customer environment inspiring customer engagement. For that purpose, Qivos created one loyalty multi-brand scheme, called "Happy". Why? Because we really want to make our customers HAPPY in every single experience.

Through this innovative program, the customers can use the Happy card and collect points throughout purchases from all 5 companies. Happy combines the best brands in Albania in a single scheme. The process is simple and, at the same time, offers many benefits to the members.

More precisely, for each purchase, the loyalty members gain points and, as a result, more privileges. The members become part of two reward levels from the accumulation of points: discount coupons and special offers that help them earn more points. Since the begging, our scope was: SIMPLICITY

From the beginning, 5 companies became part of this program: Neptun, Smart Point, Spar, Jumbo, Fashion Group Albania (Mango, Parfois, Geox, Women's Secret, Okaidi, Prenatal, Cortefiel, Carpisa, Springfield) and many more to come soon.

Thanks to Qivos' high-standard services, we make our customers feel special and stay loyal to our brands by engaging them each day more. In collaboration with Qivos, we will continue to achieve our challenging goals and provide a unique personalized customer experience as Qivos has shown that has the know-how on creating unique loyalty programs to make a real success story.

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BALFIN
BALKAN FINANCE INVESTMENT GROUP

Case Study

Summary

The Balfin group, in collaboration with Qivos, designed and executed the "Happy" rewards program, which marks an absolute innovation in the Albanian market as the only multi-brand scheme that offers multiple benefits to its loyal members.

Company's Profile

Balfin Group is one of the largest private investment groups in Albania and the Balkans. All the companies included in Balfin Group represent a success story, being the leader of the relevant sector. Balfin has a wide portfolio, like **Neptun –** the biggest network with electronics in Albania and one of the biggest in Balkans, **Spar, Mane TCI –** the biggest construction company in Albania, **Jumbo, Green coast –** the only High-End Luxury Resort in Albania and **NewCo Ferronikeli –** the biggest producer and exporter of Nickel in Kosovo and **Tirana Bank.** Balfin Group created the 1st shopping center in Albania (QTU) as well as the largest shopping center (TEG), which record over 20 million visitors per year.

Goals

With the main goal of rewarding customers, Qivos, on behalf of Balfin Group, managed to bring innovation by bringing together 5 leading companies under the same loyalty scheme; Neptun, Smart Point, Jumbo, Spar and brands like Okaidi, Mango, Cortefiel, Geox, Women'secret, Carpisa, etc., managed by Fashion Group Albania.

The challenge

The loyalty scheme of the Balfin group is a two-card reward program, HAPPY and HAPPY +, which successfully combines five companies, 200 brands, and 150 points of sale.

"Happy" is an engaging loyalty program designed to overcome the challenge of the five different brands while providing, at the same time, a quick and easy registration process to its loyalty members and customer experience excellence. Creating the right environment for the customers and an exceptional consumer experience that will help shoppers keep coming back was the goal of Balfin's loyalty program.

Through Qivos Cloud, a (SaaS) Customer Data and Loyalty Platform based in AWS, we are enabled to identify shoppers in the real world, analyze their behavior and connect with them in real-time.

The challenge that was successfully achieved is the conversion of customer data into valuable insights. Qivos manages to build unified customer profiles and connect the brand with the consumers faster and more accurately.

- **Combining all 5 companies.**

- **Collecting customer data from all touchpoints of the 5 companies.**

- **Personalized customer experience.**

Qivos solution

The **Happy loyalty program** has been designed to directly meet customer needs and create long-lasting relationships between consumers and the brand. It offers unique privileges to the members by designing an ultimate customer experience.

6% savings on all purchases made

The Happy loyalty program is considered unique to the Albanian market because it offers a high return on its members by rewarding them based on purchases made at all the participating company stores. From its earliest design steps, the main objective was to offer the simplicity and affordability of choices for the customers.

There are two levels in the **Happy loyalty program** that reward the customers with **Happy vouchers**. Once the member reaches the level of 5000 points, he receives 6 coupons with a total value of 24€, while with 10,000 points, he receives 5 coupons with a total value of 48€. Customers have the best shopping experience in the simplest way.

Customer Journey

The customer loyalty program of Balfin does not simply offer points to its members. It is a smart and creative program through which the brand connects with its customers, fulfilling their needs for a personalized and exceptional customer experience.

Facilitate the consumer with simple procedures from their registration to the encashment of points.

A mobile number is what's needed, and anyone can get a loyalty card for all: Jumbo, Smart Point, Spar, Fashion Group Albania and Happy + stores in Neptune. This program also offers online registration at the microsite to get a digital card with more benefits and 80 BONUS points once the registration process is completed.

The member can also have an easy and secure registration, through the Happy app.

Rewards, Multiple Benefits in the Biggest Loyalty Program.

Happy Loyalty Program is created to offer many benefits from different brands. The program is based on member purchases, where the member accumulates points, for each purchase he makes. Also, from this accumulation of points, he becomes part of two levels of reward. A loyal customer becomes part of discounts and special offers that help him to earn more points.

Qivos undertook the full management of this project.

Qivos Cloud Technology

Qivos Services: A-Z Loyalty Program Design and Implementation

Leverage customer data

Qivos helps Balfin collect customer data in-store and online. Qivos Cloud is a (SaaS) Customer Data and Loyalty Platform based in AWS that enables marketers to identify shoppers in the real world, analyze their behavior and connect with them in real-time like the way they do in the digital world.

We manage to leverage customer data and offer a personalized experience to consumers with advanced marketing technology solutions powered by machine learning. Through Qivos Cloud, we help Balfin reach, connect, and delight with loyal customers faster and more accurately. As a result, we drive customer lifetime value and contribute significantly to the brand's profitability.

Personalized campaigns

Segmenting customers with the most recent data, communicating the right message to the right consumers and via the right channel while offering personalized rewards improves the average market basket, increases customer satisfaction and thus builds customer loyalty.

Qivos has run numerous campaigns (via Viber, newsletters and SMS) on behalf of Balfin to keep customers engaged and satisfied. For example:
• Ad-Hoc campaigns with unique offers and privileges.
• Seasonal campaigns.
• Campaigns on specific stores and specific segments.
• Birthday Campaigns.

AMAZON WEB SERVICES (AWS)

The partnership between Qivos and AWS has brought five key advantages to Balfin Group, leveraging the advanced capabilities and services offered by AWS through the Qivos Cloud Platform:

Scalable Infrastructure: AWS provides Balfin Group with a highly scalable infrastructure, allowing them to handle varying levels of customer data and accommodate their growing customer base. The elastic nature of AWS infrastructure ensures that Balfin Group can scale resources up or down based on demand, optimizing costs and enhancing performance.

Advanced Analytics and Machine Learning: With AWS services like Amazon Athena, Balfin Group gains access to powerful data analysis capabilities. They can uncover valuable insights into customer behavior and preferences, enabling personalized campaigns and targeted marketing efforts. AWS's machine learning services further enhance Balfin Group's ability to segment customers and deliver tailored experiences.

Seamless Integration: AWS offers a comprehensive suite of services that seamlessly integrate with the Qivos Cloud Platform. Services like Amazon S3, Amazon MQ, and Amazon RDS enable Balfin Group to efficiently store and manage customer data, ensuring smooth data flow and streamlined operations.

Real-time Engagement: AWS services such as Amazon SES and AWS Lambda empower Balfin Group to engage with customers in real-time. They can deliver personalized messages and offers, triggered by customer behavior, resulting in increased engagement and responsiveness. AWS's serverless architecture ensures instant execution of campaigns, enhancing customer experiences.

Reliability and Availability: Balfin Group benefits from AWS's robust infrastructure, ensuring high reliability and availability for the Qivos Cloud Platform. Services like Amazon EFS and Amazon ECS with Fargate guarantee high performance and seamless operation, even during peak loads. Balfin Group can rely on AWS to provide a secure and highly available environment for their customer data and loyalty initiatives.

By combining Qivos' customer data and loyalty solutions with the advanced capabilities of AWS, Balfin Group achieves scalability, advanced analytics, seamless integration, real-time engagement, and reliable infrastructure.

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Results

Quantitative results

- Total base of 476,000 members
- 70% of the total base transacted in 2022
- 48% of the total base transacted on at least 2 brands in 2022
- Turnover increase 2022 Vs 2021: +8%
- Cross sell between partners: Below is the % of members with a purchase on the respective brands, a purchase which came from acquiring a corresponding coupon in 2022-23:
    - 31 % of members with a purchase at FGA
    - 13 % of members with a purchase at Jumbo
    - 9 % of members with a purchase at Neptun
    - 15 % of members with purchases at Spar
- Average Basket difference percentage between member – non-member:
    - FGA member: +30% Vs non-member
    - Jumbo member: +35% Vs non-member
    - Spar member: +45% Vs non-member
    - Neptun: + 20% Vs non-member

Quality results

- Increasing the number and profile of strategic partners and affiliate partners
- Increase of new and active members in the scheme
- Targeted communication through the Qivos Cloud Platform (based on analytics & member segmentation)
- Increase of campaigns related to synergies between influential brands participating in the scheme
- Positive consumer perception of the Group's format and initiatives

ABOUT QIVOS

Qivos is a marketing technology agency that creates loyalty through customer data intelligence and machine learning, delivering measurable results to our clients. By collecting data from in-store and on-line, Qivos builds unified customer profiles. We manage to leverage customer data and offer a personalized experience to consumers with advanced marketing technology solutions powered by machine learning.

CONTACT US

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