

Accessorize



Accessorize

“Points of Happiness”: The end of the queue?



LOYALTY AWARDS '18 & '19
AGENCY OF THE YEAR



WHAT ACCESSORIZE HAS TO SAY

«In an uncertain market, we felt that an inclusive and technologically advanced customer loyalty program will help to protect the company from imponderable factors, and will be an essential tool for our salespeople in the shops so they can serve more fully our customers.

Accessorize is a very popular brand that has experienced great acceptance by the Greek and Cypriot audience for about 15 years. Our customers have become accustomed to the continuous renewal of our products, and our stores and a loyalty program dedicated to them was expected for a long time. The truth is that this need has been recognized over many years, but what **we were looking for a partner that could provide technologically advanced solutions, rather than a simple reward system.** For all the things there is a right timing, and we believe that even delayed, we managed, **in cooperation with QIVOS, to create an easy-to-use and attractive loyalty program.** Moreover, especially in recent years, retail companies are not just competing to maintain their market position with similar companies, but also with companies from different retail sectors. Competitiveness has been widened, and to continue to exist in the market in such demanding times, we must be constantly redefined and evolved.

Through our partnership with **QIVOS**, we have more visibility to the multiple factors that have an impact on our sales, and we believe that the entire organization, has acquired a new, more detailed consciousness around sales, which is the purpose of our work. Our approach to everything we do is the entire organization to encompass commitment, starting from the administration. As a result, such an important and large project in order to have long-term success requires time and energy of the people involved in its design. At the same time, it is a program which benefits will be seen in long terms, so it is not possible to expect excitement from the first year. In conclusion, our cooperation with QIVOS needs time, structured and frequent communication in both technical and marketing level to perceive visible results. We believe that QIVOS is a company specializing in this service offering authentic interest for the final product.”

Mari Chytiroglou, on behalf of Accessorize



Accessorize

Case Study

SUMMARY

“**Points of Happiness**” is an innovative and engaging customer loyalty program, designed to overcome the challenge of the limited space of Accessorize’s stores while providing, at the same time, a quick and easy registration process to its loyalty members and customer experience excellence.

ACCESSORIZE’S PROFILE

Accessorize holds an outstanding position in the fashion industry over the last 30 years, offering a range of modern, inspired and multicultural fashion accessories. The brand that is identified with the one-stop shop has today 1087 stores in 73 markets around the world. In 2000, Accessorize opened its first store in Greece, in Kifissia and now operates 30 stores in Greece and Cyprus.

“Accessorize holds an outstanding place in the fashion industry over the last 30 years.”



Over **1087 stores** in **73 markets** worldwide



30 stores in Greece & Cyprus

Accessorize

Case Study

WHAT ACCESSORIZE NEEDED

Accessorize needed to reward the existing customers for their love, trust and constant preference of Accessorize products and attract new ones, who will enhance the growth of the business. Accessorize was looking for an easy to use and attractive loyalty program that will not only satisfy the needs of customers, but also would measure their response and sales results.

THE CHALLENGES

There were two major challenges: **the limited space of the brand's physical stores** and **the need for simple**, yet effective loyalty program **processes** that will boost engagement and build brand loyalty.



Limited space
of physical stores



The need for simple, yet
effective loyalty
program processes

Accessorize

Case Study

WHAT WE OFFERED

Aiming to answer Accessorize Greece's need for a loyalty program with simple processes that overcomes challenges such as small and busy stores, we designed and implemented "**Points of Happiness**".

QIVOS utilizing its knowledge and international best practices, set quantitative and qualitative goals for Accessorize and its consumers and proposed solutions based on specific requirements of the company and the Greek market.

The implementation of the customer loyalty program 'Points of Happiness', intends to create a genuine sense of reward to the client, a regular communication between Accessorize and its members and the segmentation and utilization of clientele.

- Out of the box thinking
- Customer-centric approach
- QIVOS CLOUD platform
- Positive experience from the first interaction with the brand

THE METHODOLOGY

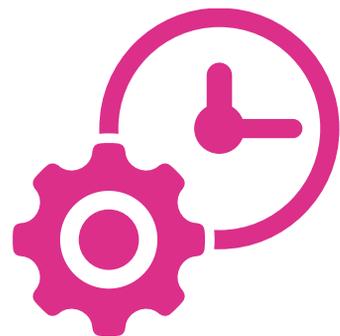
QIVOS implemented 'Points of Happiness' loyalty program based on the innovative **QIVOS CLOUD platform**. [QIVOS CLOUD](#) is an advanced customer loyalty management platform that completely covered the business' needs ensuring the proper collection and storage of the customers' data. A connection with 26 POS interfaces was established, offering the option of **registration through SMS** for Accessorize's customers. Customers can register on the spot with a simple SMS opt-in registration, just before their transaction and collect points at the same time.

In just one year of 'Points of Happiness', Accessorize reached 100,000 registered members.



QIVOS undertook the full management of this project, which includes:

- ♥ [Loyalty strategy](#)
- ♥ [Loyalty program implementation](#)
- ♥ [Micro-site creation](#)
- ♥ [Hosting and management](#)
- ♥ [Data quality management](#)
- ♥ [Customer operations services](#)
- ♥ [Campaign management strategy](#)



Accessorize

Case Study

RESULTS

100.000 registrations
within the 1st year 

 60.000 members
within 2017

Increased customer
engagement 

 Increased
avg. store visits

Valuable customer
insights 

 Better customer
experience

Customer loyalty 



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 build unique long-term relationships with their customers.

CONTACT US

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