



FF
GROUP

FF Group Exclusive
A truly exclusive program!

THE SUMMARY

QIVOS launched FF Group's loyalty program, "FF Group Exclusive", a unique **multi-brand loyalty program** with exclusive benefits for purchases made for all the fashion brands of FF Group. What FF Group wanted was to learn their customers and create a loyal database, **addressing different customer personas** and creating long-lasting relationships.

WHAT FF GROUP HAS TO SAY

"Folli Follie Group, is a leader in the fashion world having its own brands as well as maintaining a leading presence in the retail and wholesale market. The vision of the group is to become a global leader in the field of luxury products.

In 2015, in cooperation with QIVOS, a company with extensive experience in the area of loyalty programs, we created an innovative customer loyalty program which addresses to all different brands of the group as well as a wide range of consumers with different purchasing behaviors. This loyalty program is designed to offer unique advantages to all its members.

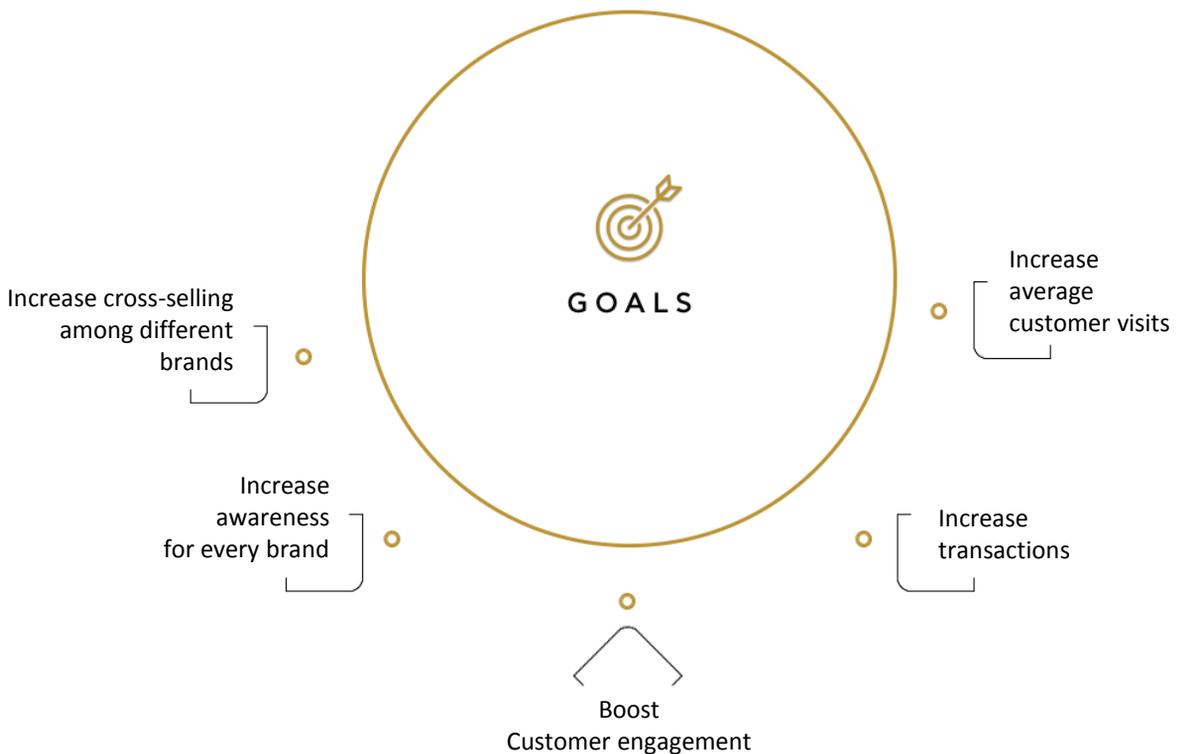
We believe that our cooperation with QIVOS has offered significant information about our customers, thereby helping us to provide them the best possible services."

FF Group



THE GOALS

There were a variety of goals set for this loyalty program. The main goals were to introduce the first umbrella loyalty program in the Greek market, **increase cross-selling among different brands, increase awareness for every brand** individually and communicate the existence of these brands under one group, leverage customer insights to **boost customer engagement** and finally to **increase average customer visits** in number and at the same time **increase transactions** perform yearly.



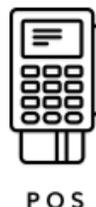
THE CHALLENGE

QIVOS followed a 360° holistic approach to deliver a promising and challenging project. Based on its core tailor-made QIVOS CLOUD platform and marketing automation services, QIVOS managed to face the following challenges:

- To unify under the same loyalty program different brands with different customer profiles and average basket value,
- To provide seamless shopping experience among 50 stores, using 3 different POS systems,
- To group into common goals different marketing objectives of each brand and deliver valuable personalized messages to every single member based on her holistic purchasing behavior.



A lot of different brands
under one program



Connection of many
different POS

QIVOS SOLUTION

It was essential for FF Group to evolve **omni-channel approach** as its sales and winnings will increase and consumers will get brand interactions that are more productive, enjoyable and rewarding. So, QIVOS proceeded into an effective loyalty strategy in order to meet FF Group's needs.

The program's implementation was based on the [QIVOS CLOUD platform](#). QIVOS CLOUD platform constitutes an end-to-end solution for CRM / Loyalty requirements, designed to cover every aspect of the operation in each CRM loyalty program. The platform guarantees a quality data management, seamless operation and adaptability to complex needs, by developing the relationship between the consumer and the brand.

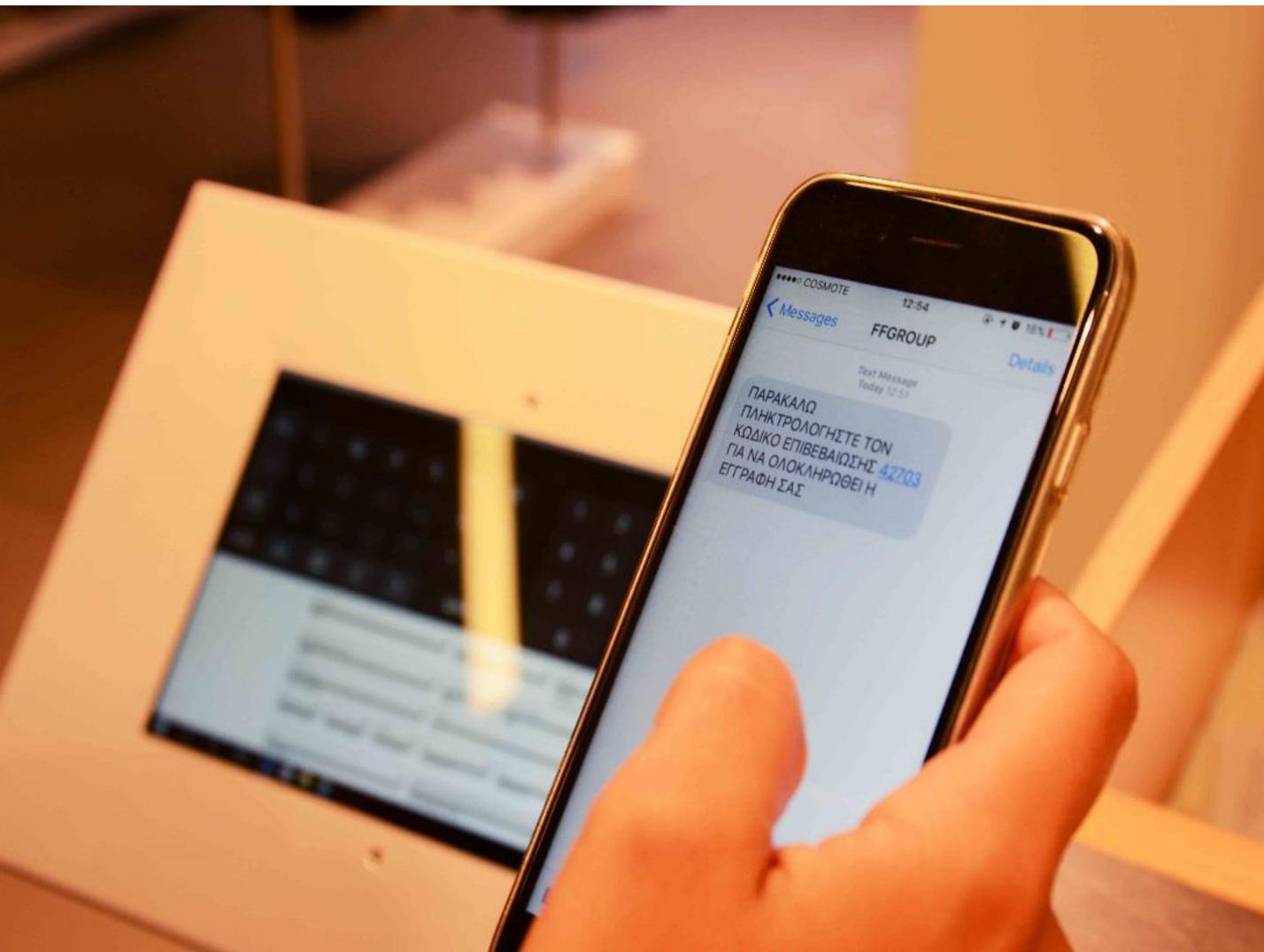
THE METHODOLOGY

Our work was focused on creating a unique umbrella loyalty program that is for the first time introduced in the Greek market.

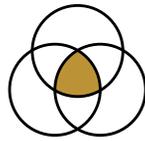
The [loyalty strategy](#) of FF Exclusive program was built on a tailor-made methodology that consists of:

- Setting qualitative and quantitative goals of the loyalty program.
- Utilizing international best practices in the retail industry.
- Defining and describing in detail the loyalty program processes.
- Providing a close estimation of the marketing Return On Investment (ROI).

The loyalty program FF Exclusive adopted an **omni-channel approach** and **multi customer support channels** had been created in order to give the customers a **consistent** view.



QIVOS undertook the full management of the FF Group Exclusive loyalty program. Following you will find analytically the work performed:



MULTI-BRAND LOYALTY

Based on QIVOS CLOUD , we created a multi-brand loyalty program that connects different stores with different audiences, can offer rewards that keep customers happy and engaged and can give customers the motivation to try new in-program brands. For FF Group the new multi-brand loyalty program manages to provide better and faster marketing across more channels and a more comprehensive understanding of the customer.



DIFFERENT AUDIENCE

Due to the fact that FF Group Exclusive loyalty program would include many different brands it was important to successfully appeal to people of different ages and purchasing habits. So, QIVOS had to design a loyalty program where the customer journey -from start to finish- would be attractive to all customers regardless their origin and shopping behavior. The FF Group Exclusive meets the needs of every customer as it is designed with full online functionality, but is also supporting offline for not so tech savvy ones, integrating physical and digital store to one!



MULTILINGUAL MOBILE LOYALTY APP

QIVOS proceeded to the implementation of a mobile loyalty app for the members of the program. The [mobile loyalty app](#) can be a valuable tool in member's hands since they can easily benefit from program's exclusive rewards and privileges. Direct push notifications and app's alerts can trigger members to utilize the program's offers; thus, delivering an extra asset to marketers that need to understand how people respond to personalized marketing automated campaigns.



REAL-TIME MARKETING

On the top priorities was the build of a loyalty strategy which targets on winning consumers' micro-moments. And that's why in the Omni-channel reality brands are directly affected by the actions taken by consumers in their decision-making process. So, it was essential to create real-time marketing automation supporting various channels as e-mail, push notifications, text messages and other digital content.

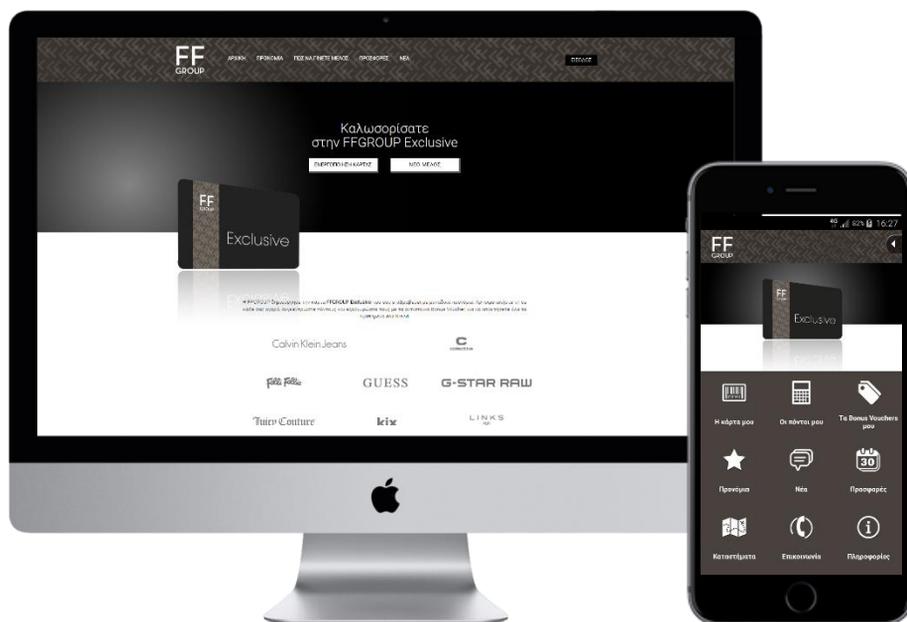


MEMBERS ARE IDENTIFIED GLOBALLY - REWARDED LOCALLY

A common loyalty program adapted to each country's market that identifies unique customers registering from various sources. Even though loyalty members are rewarded according to the local program they are identified as such in all countries, when shopping in a Folli Follie Group store. This is possible because the program is based on a unified CRM where all customers end up within a common [unified CRM](#).

FF Group Exclusive loyalty program is based on the innovative [QIVOS CLOUD platform](#) which gives a unified platform to all brands of FF Group in order to **support global presence for Omni-channel experience**. Moreover, QIVOS CLOUD provides data quality process ensuring accurate results and gives access to analytics for measuring consumer behaviors and shopping patterns.

- Utilizing [Customer Operation services](#), FF Group Exclusive program is supported daily by efficiently trained operation experts, delivering great service performance for FFG customers as well as its internal teams.
- With the [Loyalty Campaign management \(Micro-selling®\) services](#), QIVOS delivers a full management service of all marketing actions performed; leveraging customer insights to unlock customers' behavior and engagement.



RESULTS



Launch:
April 2016



Transactions:
63.000 in the
first 5 months



Highly positive ROI:
90.000 registrations
within 2017



**BEST IN
OMNICHANNEL**



Members:
40.000 in the
first 5 months



Expansion:
The program was
launched to Bulgaria
& Romania in 2017



**Increased customer
engagement**



**BEST INTERNATIONAL
INITIATIVE**



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

✉ marketing@qivos.com

🌐 www.qivos.com

LONDON | ATHENS | HONG KONG