

Galerie de Beauté



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«Club de Beauté»

..more than just a loyalty card.



LOYALTY AWARDS '18 & '19
AGENCY OF THE YEAR

WHAT GALERIE DE BEAUTE HAS TO SAY

«The main objective of Galerie de Beauté is to offer a unique personalized customer service and to cover customers' every single need by making every one of them feel special. Following the above goals and taking into account the difficult times the country faces, the company decided that the customers who trust our brand for more than 15 years must get rewarded for their loyalty. As a result, a business need appeared to create a loyalty scheme that offers unique beauty privileges.

Our competitors have already introduced customer rewards some years ago, however, Galerie de Beauté strategy and desire is to make stable and strong steps forward. The main principle of the company that guides each step is to listen to every customer needs as effected by the political and economic environment and to offer the maximum satisfaction of the needs. So, introducing just a loyalty card was not our goal. Our goal was to launch a loyalty card that will motivate customers to use it and always have it in their wallet because of the unique design and the unique offerings and rewards.

For the implementation of a successful loyalty scheme, the company needed a trusted specialist who would undertake the design, the implementation and its efficient operation. It is a big investment for Galerie de Beauté and the results from the only first 5 months are very impressive. We believe that QIVOS is the right choice of a partner who would impressively contribute to the achievement of the goals. Together we will continue in providing our customers the high level of services they deserve.»

-Galerie de Beauté

SUMMARY

Aiming to offer the most beautiful and personalized experience in the cosmetics market and inspired by the needs and uniqueness of each woman, **Galerie de Beauté** designed, implemented and launched in April 2015, in cooperation with **QIVOS**, the **Club de Beauté rewards program**.

COMPANY'S PROFILE

Galerie de Beauté is a Greek chain of cosmetic stores that operates since 1999, aiming to make the world more beautiful. With presence in the biggest shopping centers in Greece with 44 stores, Galerie de Beauté offers its customers the product they need to make them feel beautiful. As a result, the company has created a unique relationship of trust with its customers and they constantly reward it, making it one of the leading companies in the cosmetics market.

GOALS

Galerie de Beauté aims to offer personalized and unique customer service and to cover each of its customers' needs.

Regarding this goal, Galerie de Beauté wanted to launch its customers a personalized reward system through a loyalty program that offers significant benefits and privileges for all the available brands. As a result, a connection with the entirety of the point of sales (POS) interface in all stores was required.



THE CHALLENGE

Aiming to offer competitive and qualitative services, Galerie de Beauté always focuses on creating a unique relationship of trust with its customers. To achieve this goal the company must constantly know its customers' needs, since they are daily changing due to political and economic factors, in order to fully meet their requirements and capabilities.

Galerie de Beauté was looking for an experienced and trusted partner to outsource a successful loyalty program. More specifically, the company needed someone who recognizes what the customers really want from the brand and who would design the whole business plan, implement, manage, take care of the daily operation and offer added value to the loyalty scheme,



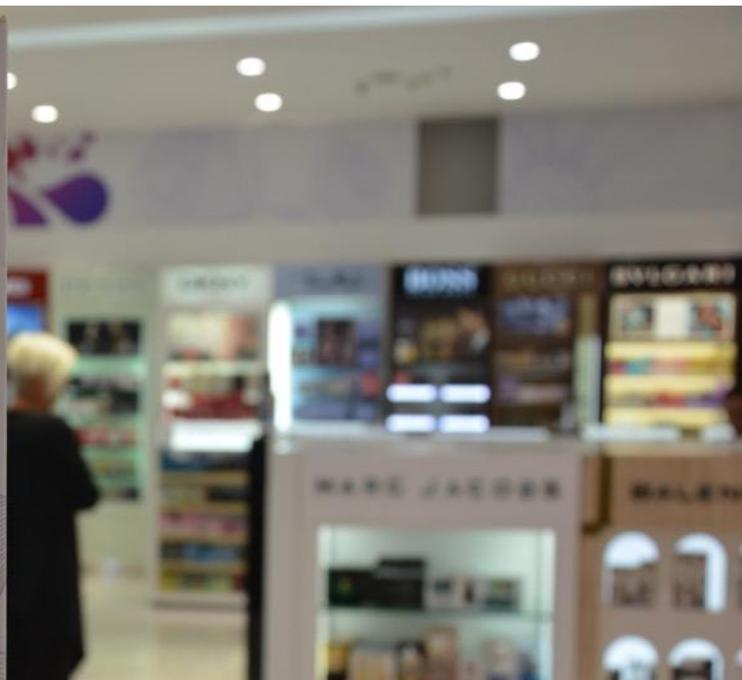
- **Identify unique customer's needs**
- **Offer personalized experiences in a highly competitive market**
- **Maximize customer engagement**

QIVOS SOLUTION

QIVOS, with experience in the sector of cosmetics, undertook the design, implementation, technical support and loyalty cards' production of the new loyalty scheme «**Club de Beauté**».

«**Club de Beauté**» is more than just a loyalty card. It's a club for members who share the same passion for cosmetics. Basically, it's Galerie de Beauté's way to say thank you to its loyal customers through a variety of benefits and rewards.

Members collect points every time they purchase their favorite products and can redeem them through vouchers on beauty gifts of their choice. In particular, members receive a gift voucher of 6 euros from Galerie de Beauté, for every 50 points they collect. Also, «Club de Beauté » offers instant money saving with 25% cash back in every purchase of 'branded' products. Members' registration process is easy and free and can be made either in-store or online through the specially designed website www.clubdeBeauté.gr.



THE METHODOLOGY

A loyalty program that will respond to company's standards and will serve Galerie de Beauté 's needs requires detailed planning in order to reduce risk and ensure maximum return on investment (ROI).

The [loyalty strategy](#) of Galerie de Beauté is 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 (ROMI).

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

 [Loyalty program implementation](#)

 [Hosting and management](#)

 [Ensure data quality](#)

 [Customer service](#)

 [Loyalty campaign management](#)



RESULTS

86.000 members
in the first 2,5 months



126.000 members
In the first semester



138.000 transactions
in the first 2, 5 months

293.000 transactions
in the first semester

10,7%
Average response rate
in discount promos





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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