



NFC Payment Terminals transforms into a new point of interaction with customers through Adelya's Loyalty Operator Solution.

The result of a technological partnership with Ingenico, world leader in payment solutions, Adelya's customer relationship management solution on contactless EPTs is capable of managing customer recruitment and loyalty. Today, the solution is already being used in more than thirty Au Bureau, Irish Corner, and Café Leffe establishments. An innovation that finally answers the needs of certain sectors, notably those of the restaurant industry.

The solution will be presented at the Salon Equipmag to be held from September 16 to 18, 2014 at the Paris Expo, Porte de Versailles, on the Ingenico (stand F006) stand.

Toulouse, September 15, 2014: Until today, loyalty has been confined in the vicinity of the cash register. Now, with the Adelya solution, loyalty in restaurants takes a real relational dimension, capable of interacting with the customer.

The use of EPTs to manage customer relationship is a natural choice in this industry. It makes use of equipment already present in most restaurants and shops. As a mobile payment equipment, for the first time EPTs can now manage loyalty at the table with the customer. This new opportunity also brings a better user experience especially in restaurants where saving time is critical when the rush is on!

The terminals used are equipped with NFC technology to identify customers. Customers of Au Bureau, Irish Corner, and Café Leffe carrying loyalty cards are instantly recognized on the EPT. They receive benefits and promotions at each visit depending on their consumption.

Already used in over 30 restaurants, the rollout continues in the different establishments of Au Bureau, Irish Corner, Café Leffe, as well as all Adelya clients who wish to take advantage of this new point of access to the Loyalty Operator solution, a solution already available on computers, PC-based cash registers, tablets, and smartphones.

Pioneer in contactless (NFC) technology since its inception, ADELYA works closely with mobile operators for the use of its loyalty cards on contactless mobiles. Contactless mobiles can therefore replace contactless cards for payment and loyalty on EPTs. With Apple's adoption of contactless technology on the iPhone 6, this dematerialization of cards will grow even faster. ADELYA's vision and position for the adoption of NFC is further strengthened.

About Adelya

An Innovative company founded in 2006 by experts in customer relations and sales, ADELYA publishes and provides a marketing SaaS platform based on mobile and contactless NFC technologies.

A veritable loyalty operator, ADELYA is at the service of retail chains, cities, associations, travel

organizations, and independent retailers in helping them establish an interactive customer relationship to drive sales and build loyalty.

Designed for quick and easy service, the Loyalty Operator all-in-one platform offers innovative and interactive marketing services for all sectors of activity: loyalty cards, tourist passes, marketing campaigns, couponing, deals, gift cards, promotions, statistics and analyses ...

The solution enables its users to reach out to the nomadic or sedentary consumer in his/her favorite place of purchase (fixed or mobile point-of-sale, eCommerce) and using his preferred communication channel: sms, emailing, mail, mobile phone, social networks.

The web and mobile Loyalty Avenue application, a natural complement to the Loyalty Operator platform, allows consumers to see all offers, shops, deals and loyalty benefits in their dedicated online space.

Among our clients: Aéroports de Lyon, Au Bureau Café Lefte, Châteaux & Hôtels Collection, Movida, Irish Corner, Decitre bookstores, La Thalasso de Carnac, the cities of Marseille, Toulouse, Nice ... ADELYA is also developing internationally through its white label, multilingual platform.

www.adelya.com

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