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Adelya signs the new Loyalty Program « TONIK » for Carnac Thalasso & Spa Resort

The French company ADELYA, specialist in mobile technologies and NFC based loyalty and CRM solutions, has been chosen for its loyalty solution called Loyalty Operator, by Carnac Thalasso in order to build customer loyalty, increase activities in its different establishments (Restaurant, Spa, Specialty stores, ...) and to interact with their clients.

Carnac Thalasso, a unique, client-oriented brand

In order to increase brand affinity, Carnac Thalasso & Spa Resort chose to put in place a motivating and innovative loyalty program that offers its members exclusive privileges and advantages for the whole resort.

Martial Denêtre, Managing Director of Carnac Thalasso and the person who initiated the program explains:

"We felt that Adelya could really face up to the challenge of modernizing our loyalty program, thanks to their innovative web platform".

The clients of Tonik accumulate cashback credit based on their spending and their membership status. The different centers of the resort are linked to the loyalty program regardless of their information system. Cardholders are automatically identified, and accumulate Euros wherever they may be in the Carnac Thalasso Resort.

"The card Tonik also offers its members exclusive promotions, and the possibility to make referrals. This way, we can capitalize on recommendations made by our own customers to their family and friends. The goal is to allow our customers to discover a loyalty program that recognizes them and transforms them into ambassadors of our brand," he continues.

On this occasion, Adelya has deployed its complete Loyalty Operator/Loyalty Avenue offer. Clients can therefore find their exclusive offers online through tonik.thalasso-carnac.com and consult their loyalty account.

The Adelya Loyalty Operator/Loyalty Avenue combination allows for the creation of a complete ecosystem that showcases the whole of Carnac. Thanks to the Loyalty Avenue website, a natural extension of the Adelya Loyalty Operator platform, partner merchants will soon be able to publish their own Tonik offers to the whole community of customers.

"We found it important that special offers proposed by our partners that highlight and complement our services be also made available to our clients. Through this, our partners are also recognized and become ambassadors of our resort," explains Martial Denêtre.

For Jean-François Novak, President of Adelya, "The Carnac Thalasso is a prestigious brand and an internationally known resort. It's a charming and dynamic place. We are very happy that our platform has been chosen to launch their new loyalty card TONIK. Yet again, we have proven that Loyalty Operator, our Loyalty and CRM offer, is capable of deploying of an innovative program with very specific loyalty program rules and industry-based customer knowledge parameters in a very short period time. By involving the local economy, Carnac Thalasso is employing a virtuous and innovative strategy to boost the whole territory."

About ADELYA

An innovative company founded in 2005 by CRM pioneers, ADELYA provides retailers and merchants with a loyalty and CRM platform powered by NFC and mobile technologies. As a veritable loyalty operator, ADELYA helps retailers to establish a stronger and more interactive customer relationship at points of sale while also boosting revenues.

Designed for retailers and cities, the Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, marketing campaigns, city passes, couponing, promotions, gift cards, statistics and reports. It provides consumer interaction at any type of point of sale (in-store, e-commerce, mobile services) and through their preferred communication channel: SMS, email, postal mail, cellphone or social networks. As a natural complement to Loyalty Operator, ADELYA's Loyalty Avenue web and mobile application gives consumers access to shop information, deals and the ability to manage their loyalty rewards.

Our clients include Aéroports de Lyon, Bars&co, Havas/Carlson WagonLit Voyages, Movida, Librairies Decitre, Office du Commerce de Bayonne, Office du Commerce et de l'Artisanat de Nice, Office du Tourisme et des Congrès de Marseille, TOC (Trouble Obsessionnel Culinaire).

www.adelya.com

Press Contact

Allison Duffourd – Press Relations Officer – 05 34 31 41 99 – allison.duffourd@digitalplace.fr