

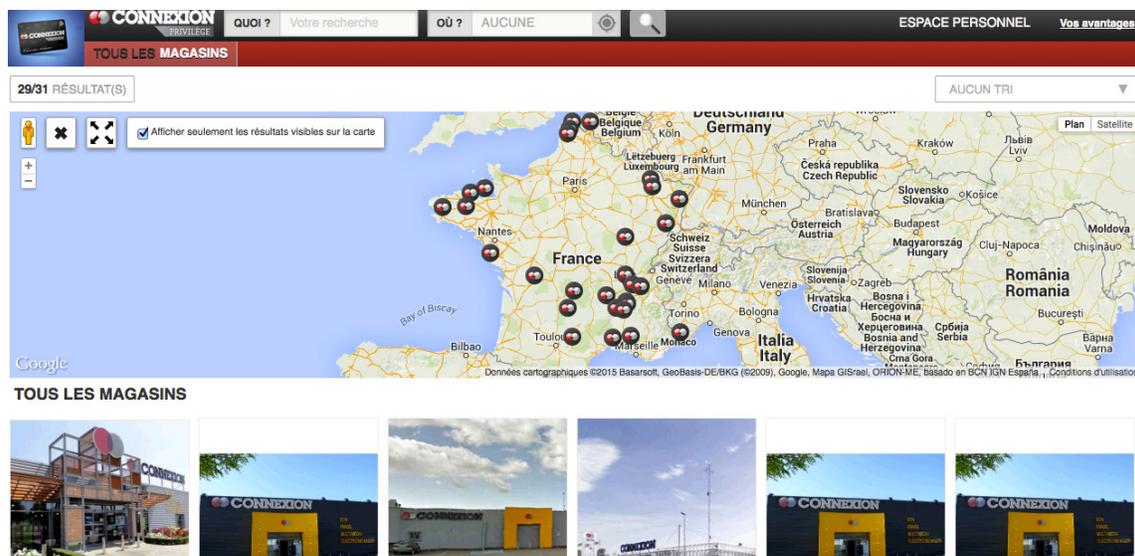
## Ex & Co Group entrusts its loyalty program to ADELYA

ADELYA, the **loyalty specialist** for retailers and territories, has been chosen by the Ex & Co Group (Ex&Co Central purchasing agency grouping consumer electronics stores Expert and Connexion) to equip **all of its 136 stores** with a unique loyalty and customer relationship solution: **Loyalty Operator**.

### Boosting loyalty programs in Expert & Connexion stores

One of the main challenges for the Ex & Co group was to give **loyalty programs** the ability to offer "**a la carte**" benefits to match promotional strategies defined by each store manager.

The Loyalty Operator Platform enables the Ex & Co group to facilitate communication with customers. Stores can now interact more easily with their customers and conceive offers **tailored to their individual needs** and tastes.



Françoise Vialle, Ex & Co's Director of Communication, explains what the group was looking for: "*We wanted to **federate networks** while **developing** our relationship and **proximity with consumers**. This type of tool for independent retailers clearly fits our **need**, with a single interface for the whole group.*"

Another benefit for the group is the *store locator* that ADELYA has inserted on the websites of each brand to support a *web-to-store* approach, with a client area so that members can manage their loyalty programs online.

Jean-François Novak, Adelya CEO welcomes this collaboration with Ex & Co Group: "*Developing our platform in this way through two large networks of independent stores such as Connexion and Expert is great challenge for Adelya. We*

are demonstrating our ability to **adapt** our **Loyalty Operator** product to the needs of a business working with highly variable and often reduced margins. The loyalty solution must therefore give each shopowner the flexibility to choose the articles on which they want to enable their loyalty program. **A comprehensive loyalty strategy and local adaptation** are the **strengths** of our solution. And we remain attentive to business expectations on the ground. "

## Providing flexible customer relationship management

ADELYA's solution has been deployed across Expert and Connexion's networks to **unify** and **optimize customer relationship management**, while offering freedom to each store to define its promotional offers. The ADELYA architecture is based on a unique platform that combines the needs of each network in terms of loyalty and promotions management.

Thus, the head office can easily manage the overall program, while giving each retailer freedom in how they run the program in their store, with a single tool that works the same way in all outlets.

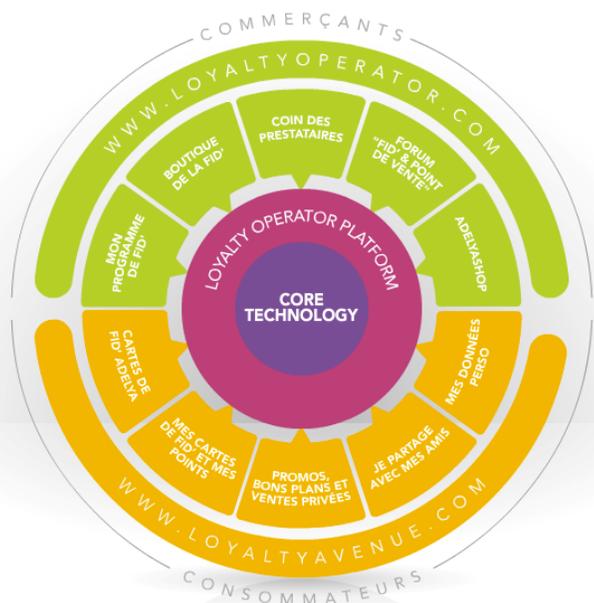
To implement its loyalty program, ADELYA had to get to grips with a wide range of equipment. The group's stores are equipped with various POS systems. One challenge was **to adapt to this diversity of equipment**, which adds extra **organizational heterogeneity**. ADELYA thus leveraged its platform's adaptability to provide a solution for all types of POS system, by direct integration or by importing files.

In this way, the program has been deployed across the whole network.

## Loyalty Operator - a platform dedicated to customer relationships

ADELYA's **platform** offers "**all-in-one**" marketing services based on mobile and contactless technologies.

The Loyalty Operator solution was developed to provide greater **flexibility** in managing **customer relationships** and loyalty programs at the point of sale.



The same tool can combine all programs. It also offers **multi-channel features**: users access their loyalty programs either via the Internet, a mobile application, or through a physical contactless payment terminal. Finally, Loyalty Operator gives the program manager (store, franchise, business, etc.) all required reports to **characterize customers' habits**.

Proposed in SaaS (Software as a Service) rental mode, Loyalty Operator also integrates with websites to recognize and reward customers across all sales channels.

## **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.

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

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