

Commercial Unions Are Injecting Energy Back Into City Centers With Their Own Loyalty Program

Facing tough competition from e-commerce and hypermarkets, City Centers are arming themselves with a new tool to even the playing field: a territorial loyalty program. With this kind of program, citizens benefit directly from spending at their local retailers, they become active participants in their community and they build a closer relationship with their city.

*ADELYA, an expert provider of loyalty solutions, has been chosen by a dozen Commercial Unions in France to manage the loyalty programs of their participating retailers. These programs encompass **more than 800 shops** with about **175,000 consumers**. A customizable, white-label product, the ADELYA solution adapts to each Commercial Union to highlight the different shops and deals in each city.*

*ADELYA will be present at the **National City Center Conference at Nimes (Assises Nationales du Centre-Ville) on June 4 to 5, 2015**, alongside its partner, the National Federation of City Centers (Fédération Nationale des Centres-Villes), to present its solutions dedicated to territories.*

More than 800 stores brought together by 10 Commercial Unions

ADELYA allows each Commercial Union and its merchants to access their database of customers, know their location, and communicate with them in a simple and efficient way.



[Accès du site](#) - La carte de fidélité Annonay+

La carte de fidélité Annonay+

Épargnez jusqu'à 4% sur vos achats aussi souvent que vous le souhaitez chez tous les commerçants adhérents au programme de fidélité carte A+
*- (2% dans les commerces alimentaires - 1% à Super U et U Culture)



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The loyalty programs deployed by the different Commercial Unions are a success and already yielding positive results.

The revenues achieved in the city of Annonay speak for themselves. In 6 months, the Commercial Union has attracted 40 participating retailers, almost 5,000 loyalty card holders, and has generated business worth more than €2 million with its "Annonay Plus" program.

Loyalty Programs designed for Commercial Unions

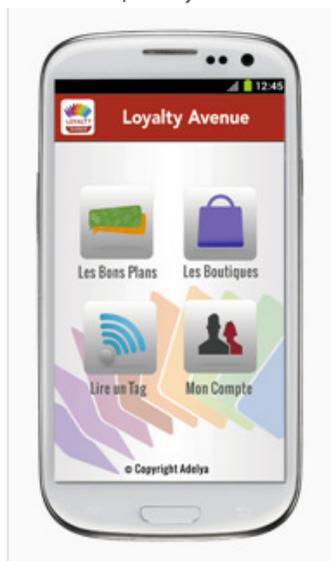
ADELYA offers different types of loyalty programs. The programs it has designed for Commercial Unions give retailers flexibility and allows them to customize the solution to suit their needs.

The first system is a **cashback program**. This system is managed by a pivot account that allows the Commercial Union to keep track of the pot earned by its cardholders, and clear the accounts of the different participating retailers.

This approach has been deployed in several territories like Annonay (Fédération Annonay+), Obernai (APER0 Obernai), and Nancy (Les Vitrites de Nancy).

Another possibility is to let retailers run their own **individual loyalty programs**. In this system, they are free to choose the kind of loyalty program they want to use in their store. This concept has been implemented in Belgium and France.

Aurélie Giquet of the Commercial Union of Cluses comments on the positive results obtained by the city: "For our Commercial Union, Cluses la Commerçante, we have chosen to put in place individual loyalty programs for our retailers. They each create their own customer database and use it based on their sales strategy: email campaigns, sms, birthday specials... the association builds up a database containing the customers of our retailers, which helps us run large-scale promotions thanks to the marketing tools provided by Adelya (email campaigns, deals, ...). After 10 months of operation, 40 merchants have joined the program and more than 4,600 cards have been distributed (the city of Cluses has a population of 17,958)".



A solution conceived to boost Commercial Unions

ADELYA is an online platform complete with a collective loyalty program that allows for the construction of a dynamic ecosystem.

With the ADELYA solution:

- Simplify shopping for consumers: with just one card that they can store in their mobile, customers can discover shops, deals, earn loyalty points, and other advantages
- Create your own customer knowledge database
- Reward your customers
- Create traffic

- Optimize communication and develop customer relations in a very targeted manner

And this is how Adelya is able to provide Commercial Unions with an “all-in-one” platform of marketing services based on mobile and contactless technology (through NFC), in an SAAS model.

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

www.adelya.com

Contact Presse

**Laura LOUGARRE – Press Relation Officer -
05 34 31 41 99 – laura.lougarre@digitalplace.fr**