



## PRESS RELEASE

### *SEH customers more loyal with Catti™ Customer Relationship, a Galitt omnichannel solution*

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**With Galitt's Catti™ Customer Relationship solution, the Société Européenne d'Hotellerie (SEH) expands its offer of loyalty cards, gift cards and prepaid cards. Catti™ Customer Relationship brings omnichannel capabilities to loyalty programs by supporting typical terminals, Internet, mobile phone and tablet apps.**

Société Européenne d'Hotellerie (SEH) has chosen Galitt Catti™ Customer Relationship solution to implement its loyalty program. With this solution, SEH proposes a complete offer for its *Carte Accent* multibrand loyalty program, through a multichannel offer that works with physical cards, as well as payment terminals or Internet. With Catti™ Customer Relationship solution, SEH is now thinking of dematerializing its cards, and using new secure contactless Android™ terminals.

Functional flexibility brought by Catti™ Customer Relationship allows SEH to use a single platform to manage its whole offers: loyalty cards, gift cards and prepaid cards. In addition, the versatility of Catti™ Customer Relationship makes program management more flexible: for instance, points acquired on a loyalty card can be converted into gift card. In the near future, the program manager will be able to set up promotional campaigns based on points or gift cards, regardless whether they are physical or dematerialized.

The Catti™ Customer Relationship solution provides SEH with a strong differentiation from its competitors, based on a stronger customer relationship management. Philippe Marguet, General Manager of Société Européenne d'Hotellerie (SEH) says: "With Catti™ Customer Relationship, we are able to make our customers more loyal to our brand and our hotel group. We have distributed 120,000 *Cartes Accent*, out of which over 80,000 are active. Cardholders come in hotels from our group on the average, five times a year! In addition to its loyalty cards, Société Européenne d'Hotellerie issues more than 6,000 gift cards every year, and over 700 gift boxes for its prestigious brand, *Relais du Silence*."

Galitt developed Catti™ Customer Relationship to bring the highest flexibility in managing loyalty card offers. The same platform supports loyalty cards, prepaid cards, gift cards and boxes. Galitt solution also brings omnichannel: the consumer is able to access his/her loyalty program on the Internet, through an app on his mobile phone or tablet, or physically on a payment terminal. Moreover, Catti™ Customer Relationship brings all necessary reports to the program manager (store chain, independent commerce...), in order to characterize consumer habits, and produce a precise segmentation. In this way, SEH will soon be able to elaborate micro marketing strategies and propose the most adapted offer to each consumer. Catti™ Customer Relationship also includes animation tools such as bonus points, or gifts... Philippe Tabastot, Director - Solutions Offer, at Galitt, declares: "We are happy to support SEH, who constitutes a strong reference amongst our Catti™ Customer Relationship customers. Our long-standing relationship with SEH has allowed us to gain an in-depth understanding of the market needs for programs that aim at increasing customer relationships. Catti™ Customer Relationship allows addressing multiple market segments including fashion, trade associations, shopping malls, or even regional cards targeting students."

#### **Galitt**

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**About SEH** ([www.seh-hotels.com](http://www.seh-hotels.com)) - SEH (Société Européenne d'Hôtellerie) is Europe's leading multi-brand hotels cooperative, with 550 hotels representing 19,273 bedrooms, in 10 European countries. Thanks to its 45 years' experience, SEH welcomes over 3.8 million customers every year. The group includes 4 brands, covering a wide spectrum of demand: *Relais du Silence* (3, 4 and 5 star hotels of character), *QUALYS-HOTEL* (high-end strong personality hotels with 3 or 4 stars), *INTER-HOTEL* (2 or 3 star hotels) and *P'TIT DÉJ-HOTEL* (affordable 1 or 2 star hotels). SEH relies on a cooperative system: the network belongs to its members, all independent, with a spirit based on solidarity, transparency and confidence.

**About Galitt** ([www.galitt.com](http://www.galitt.com)) – For more than 20 years, Galitt has been offering consulting and services in payment systems and secure electronic transactions. Regarding consulting and assistance, Galitt is providing its customers with services from strategic choices to system implementation via system design and support: business consulting, EFT business analysis and expertise, audit and security, design, specification & project management, acceptance testing, technical assistance and development, training. Engineering and technology activities are covering bespoke development, software integration, turnkey solutions, hosted solutions and testing software. Galitt indeed offers petrol and loyalty card solutions (Catti™), simulators (KaNest®), personalization validation tools (VisuCard®) and added-value solutions (VisuBank®, private labels...).

Being the reference in payment systems and electronic transactions, Galitt is the leader in France in all its businesses, and a worldwide leader in providing test tools and expertise in payment innovation.

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