



PRESS RELEASE

Thanks to Catti™ Customer Relationship, Relais & Châteaux issues more than 100,000 Gift boxes annually

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Thanks to Galitt's Catti™ Customer Relationship solution, Relais & Châteaux, an association with more than 540 prestigious hotel and restaurant members, issues more than 50,000 Gift boxes and Gift certificates, that contain unique and exceptional proposals. Galitt provides, as a service, the whole management process for Relais & Châteaux, including the interface with all third parties.

Created sixty years ago, the Relais & Châteaux association has established itself as a reference in excellence for high end restaurants and hotels. The association now includes 540 members in more than 60 countries. Relais & Châteaux proposes a full range of CREATION Gift boxes and Gift certificates, which allow consumers to benefit from exceptional hotel stays, dinners by prestigious chefs and other services.

Relais & Châteaux has chosen Galitt for the management of its full Gift box and Gift certificate offer. Thanks to its Catti™ Customer Relationship solution, available in SaaS mode, Galitt manages all steps in the Gift box lifecycle: issuance, activation, blacklist when needed, until the partial or total code consumption. Catti™ Customer Relationship also drives the day-to-day operation of the system, with reports including Gift box and Gift certificate purchase and consumption statistics, and inventories management...

Relais & Châteaux proposes an extensive Gift box and Gift certificate offer with more than 25 different Gift boxes, available in five languages. This extensive offer, along with its process management by Galitt, leads to an extremely high conversion rate: over 100,000 Gift boxes have been issued in 2014, which triggered more than 80,000 activations, generally at cash register, and more than 50,000 Gift boxes have been used.

Thanks to Catti™ Customer Relationship, Galitt manages the interface with all stakeholders in the Gift box value chain: hotels and restaurants, logistic companies, printers, distributors, card vendors, etc. This way, Relais & Châteaux can focus on the marketing of its Gift box and Gift certificate offer. Catti™ Customer Relationship ensures Relais & Châteaux can have a full traceability of all its Gift boxes and Gift certificates.

Jean-Michel Mamann, Executive Director, Galitt Engineering & Technology says: "We are proud to have been chosen by Relais & Châteaux to manage their Gift boxes and Gift certificates. We deliver a full, evolutive, high added-value service in a permanent relation with all suppliers and stakeholders. We commit on a very high quality and service level, thus freeing Relais & Châteaux from management constraints and allowing them to focus on their sales and marketing activities."

Galitt developed Catti™ Customer Relationship to bring the highest flexibility in the management of loyalty, card, gift box and prepaid programs. The same solution allows combining all types of offers. It also brings multichannel operation: consumers can access programs over the Internet, a mobile app on a Smartphone or tablet, or physically on a POS terminal. Moreover, Catti™ Customer Relationship delivers all reports to program managers, allowing them to analyze in-depth consumers' behavior. Thanks to Catti™, brands free themselves from technical constraints and focus on their core activities in order to propose the most adapted custom-tailored programs to their consumers.

Galitt

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About Galitt (www.galitt.com) – Galitt offers 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 Customer Relationship 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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