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Dejamobile and Galitt combine their expertise to deliver a mobile loyalty solution

Any kind of networks (independents, franchise holders...) can benefit from an innovative and powerful loyalty solution and support their customers through mobile channel. During Cartes 2012 which takes place the 6, 7 and 8 November in Paris Nord-Villepinte, this solution will be previewed on Galitt booth which hosts Dejamobile.

Plug&Tap® solution, designed and developed by Dejamobile, uses the mobile channel to deliver a solution for loyalty and customer relationship management for retail businesses.

Plug&Tap® can be easily installed in the point of sale and offers to customers a user-friendly interface and a high level of service. Dejamobile has chosen Galitt, a major player in private label cards processing, in order to benefit of the strength of the Catti™ solution of management for petrol, loyalty and prepaid cards.

Plug&Tap®, an innovative and easy to use solution

The solution includes merchant's equipment with an innovative and cost-effective device, which does not require any IT integration. This NFC¹ device is totally independent from either cash registers or payment terminals. Plug&Tap® terminal interacts with the customer NFC handset in order to run the loyalty program of the brand.

The solution offers also a mobile application allowing the customer, with their NFC handset, to use the loyalty program of the brand in stores and get offers and bargains.

Finally, the Plug&Tap® and Catti™ solutions make available to merchants, a web interface delivering statistics about the attendance of the store by enrolled customers, bringing a new dynamics in sales and customer relationship through the mobile channel. The store can manage and run its loyalty program content directly from the point of sale and through the Plug&Tap® mobile application.

¹ Near-Field Communication is a short range high frequency wireless communication technology, which can be embedded in a mobile device. This one can then interact with its close environment and deliver services such as contactless payment, loyalty cards, transport ticketing, etc.



About Dejamobile

Dejamobile offers a full range of support for corporations and organizations wishing to optimize the use of the mobile channel to interact with their customers and users. Through its proficiency of mobile services and contactless technologies, Dejamobile supplies a range of solutions dedicated to manage mobility uses in various fields: improving information delivery to users and customers, setting up loyalty and mobile marketing programs, developing mobile ticketing as well as access control solutions. These solutions are proposed through two product lines: Plug&Tap® and ReadyToTap®.

Dejamobile provides expertise from early requirement studies and consulting, up to the delivery of solutions tailored to your business needs. Dejamobile ensures interoperability of your mobile service with the hardware industry standards and products.

Additional information can be obtained at our website: www.dejamobile.com

About Galitt

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.

Additional information: www.galitt.com

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