



# Catti™

## The Excellence in Customer Relationship and Loyalty

- *Optimizing your Customer Experience*
- *Knowing your Customer*
- *Boosting your loyalty programs*
- *Reaching your Customer anywhere at any time*
- *Taking advantage of new technologies*

In today's hyper-connected world, retailers are fearlessly competing to retain and increase their customer base. With the multi-channel consumption and the evolving consumer behaviors, a solid Customer Relationship strategy is fundamental to remain competitive. Several alternatives stand out: **increasing the customer base, better understanding the customer lifecycle and optimizing customer experience.**

New technologies are changing the competitive landscape. Customers are now using smartphones and tablets, constantly connected to Internet, in order to check reviews, compare products and services, make purchasing decisions and even jump from one retailer to another, quickly and easily. Customer requirements have also evolved: the price is only one element amongst the purchase decision criteria. Consumers now expect to get offers that are personalized rather than mass distributed.

A strategy around Customer Relationship and **new value-added services** is essential to retain customers.



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| <ul style="list-style-type: none"> <li>• Customized Loyalty</li> <li>• 360° approach</li> <li>• Customer lifecycle management</li> <li>• Linked with gift and prepaid programs</li> </ul> | <ul style="list-style-type: none"> <li>• Turnkey solution</li> <li>• ROI control</li> <li>• Logistics management</li> <li>• Linked with loyalty programs</li> </ul> |
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## > Catti™ Customer Relationship

- *Multichannel and multi-media*
- *Omni-channel vision*
- *Segmentation of databases*
- *Campaigns management*
- *Lowering costs*
- *Efficient communication*

**Galitt** offers a range of innovative, scalable and consumer-friendly services in order to support retailers for optimizing **Customer Relationship** securely.

The use of new technologies enables them to better understand customers interests and requirements.

With **Catti™**, retailers do not need to worry about implementation constraints. They can focus on their own business and provide their customers with a customized program, using any type of media.

**Catti™**, multichannel and multi-media, is compatible with all sales and communication channels offering an attractive, rich and dynamic Customer Experience.

## > Customer Knowledge and Sales Promotion

**Catti™** is a comprehensive solution for managing **Customer Relationship** which allows:

### ■ Data collection

- Collecting and consolidating data
- Centralizing data securely: personal data and consumption habits
- Identifying combining and processing relevant data

### ■ Data analysis

- Tracking and analyzing consumption habits
- Providing effective reporting based on customized indicators and statistics
- Analyzing the program evolution through personalized dashboards

### ■ Customer segmentation

- Segmenting according to predefined, cumulative and configurable criteria
- Classifying clients according to the pursued goals and strategy
- Target selected customer segments

### ■ Launch, promotion and management of marketing campaigns

- Increasing visibility and attractiveness of the program
- Offering benefits and differentiating events and services
- Optimizing the Customer Communication across channels: mail, email, SMS, mobile applications (geolocation), web...





## > Catti™ Loyalty

The introduction of a loyalty program builds customer's confidence and commitment to retailers.

### **I Catti™ offers the complete management of the program and benefits**

- Administration and monitoring of the loyalty program evolution
- Definition of loyalty rules
- Automation of customer rewards
- Personalization and card manufacturing
- Order, stock and distribution management
- Transaction history consultation, monitoring
- Electronic billing, SEPA credit transfer, SEPA debit direct
- Management and traceability of the loyalty program

- *Customized Loyalty*
- *360° approach*
- *Programs linked with gift and prepaid programs*
- *Customer lifecycle management*

## > Catti™ Gift and Prepaid

Deployment of gift and prepaid cards significantly reinforces **Customer Relationship** while providing a full cost control.

**Catti™** enables deployment and management of programs completely customized.

### **I Gift cards, prepaid cards and gift boxes**

- Anonymous or nominative, preloaded or loadable
- Rechargeable or not, with fixed or variable amount
- Consumable in one go or divisible
- Customizable visuals
- Lifecycle, order and stock management
- Logistics and distribution management (*in- or out-sourced*)
- Management of purchase thresholds and limits
- Transaction history consultation and monitoring
- Electronic billing, SEPA credit transfer, SEPA debit direct
- Complete traceability of the programs

- *Turnkey solution*
- *ROI control*
- *Linked with loyalty programs*
- *Order management*
- *Logistics management*



## > Strengths

### I A unique solution for loyalty, gift and prepaid cards

Evolution and enrichment of programs by adding new modes

### I A solution for any sales channel

Suitable for retails, mail order/ telephone order (MOTO) companies, local shops, e-commerce, m-commerce...

### I Turnkey solution

All-in-One or easy integration within existing systems and solutions (CRM)

### I Full traceability of the program and awards

- Comprehensive analysis of card lifecycle
- Monitoring of programs and benefits

### I Effective tool of monitoring and management

- Management of all administrative operations
- Simple and intuitive setup and configuration
- Monitoring tools: reporting, statistics

### I Use of any media type

- Cards (*stripe, chip, contact, contactless*), barcodes, QR codes
- Dematerialized media (*mobile, SMS...*)

### I User-friendly, tailor-made and customized services

- Enrollment and balance inquiry through WEB site
- Mobile applications (*geolocation...*)
- Interactive voice server
- Cash register, tablets and payment terminals



## > About Galitt

**Galitt** acts as a trusted partner.

Expert in the field of **Customer Relationship**, able to support its customers and to effectively deploy innovative programs in France and abroad.

Galitt is involved in many innovative projects and is an active member of associations in the area of trade and payment.



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