



ELIN UP Rewards Case Study

A leading company in the energy sector in Greece

Initial Info

A Greek leader in the energy sector started running a loyalty system in 2018 with gas stations located all over Greece.



+12%

Customer Retention



+2,1%

Basket Value

LOYALTY PREVIEW



We combine traditional loyalty card with mobile payments at the pump and with tablets near the pump. The result is a powerful combination that make customers happy all over Greece and increase customer engagement up to 5% every year the last 4 years. Our marketing automation solution helps ELIN to increase even more engagement and efficiency.



Mobile Payments



Loyalty Card



RoadCube POS

KEY METRICS ENHANCED



1

Average Basket Value

We have total +2,1% higher basket value after 4 years running a loyalty system.

2

Customer Retention Rate

We increased the average customer retention up to 12% for all the gas stations that participate and we continue increasing this metric every single year.

3

Customer Learning Curve

Having 3 different ways (card, app, POS) to get points made it easier for the consumer to select his own way and learn the program faster (1 week learning curve)



Food Store Loyalty Case Study

How a local store can increase KPIs every year

Initial Info

A local store that sells frozen food & fish. Our challenge was to collect as many clients as we can and make the store the no.1 choice locally for the consumers.



+19%

Customer Retention



+2,9%

Basket Value

LOYALTY PREVIEW



We kept the loyalty simple without cards and apps and we focused on marketing campaigns that will make the consumer familiar with the brand and reward them to come back and enjoy quality products.

EQUIPMENT



RoadCube POS

KEY METRICS ENHANCED



1

Average Basket Value

In a very small timeframe we were able to increase the average basket value +2,9% which is very rare for local stores.

2

Customer Retention Rate

We increased the customer retention rate up to 19% and this is a result of loyalty system combined with reward campaigns.

3

Customer Learning Curve

The loyalty system is very simple and straight forward and this makes learning curve as short as 1day.



Petflix Loyalty Case Study

How a petshop can skyrocket his average basket value

Initial Info

A local pet shop that needs to become the no 1 choice for local pet owners and get a competitive advantage of competition.



+18%

Customer Retention



+1,7%

Basket Value

LOYALTY PREVIEW

We keep the loyalty system very simple so that the average consumer can be rewarded fast and easily and bring results faster for the local store.

EQUIPMENT



RoadCube POS

KEY METRICS ENHANCED

Average Basket Value

1

After 2 years we had a 1,7% increase in average basket value that proves the accuracy of the loyalty system.

Customer Retention Rate

2

We increased customer retention up to 18% in a very short timeframe in the local market.

Customer Learning Curve

3

Learning curve is 1 day since the scheme is very simple for local people to understand.



Pharmacy Karra Anna Loyalty Case Study

How a pharmacy can skyrocket engagement

Initial Info

A local pharmacy that wants to acquire a competitive advantage and increase customer loyalty and retention.



+9%

Customer Retention



+1,7%

Basket Value

LOYALTY PREVIEW ✓

We created a simple loyalty scheme to give speed and simplicity with RoadCube POS that gives a premium tone in loyalty usage.

EQUIPMENT ✓



RoadCube POS

KEY METRICS ENHANCED ✓

Average Basket Value

1

The average basket value had a big and fast increase of 1,7% in few months.

Customer Retention Rate

2

Customer retention was increased up to 9%.

Customer Learning Curve

3

The learning curve is 1 day since RoadCube POS makes it very easy for a any loyalty scheme to run seamlessly.



Easy 2 See Loyalty Case Study

How a chain of store can get increase customer retention

Initial Info

One of the biggest chain in Greece want to reward loyal customers and increase customer retention and average basket value.



+15%

Customer Retention



+0,9%

Basket Value

LOYALTY PREVIEW

We have to help easy to see to obtain a clear competitive advantage over a very competitive market. The loyalty system has to run on web browser because we couldnt use additional equipment. The result was fast and impressive.

EQUIPMENT



RoadCube
Platform

KEY METRICS ENHANCED

Average Basket Value

1

We increased the basket value +0,9% in the first year of usage.

Customer Retention Rate

2

Customer retention was increased up to 15% from the first 6 months of usage

Customer Learning Curve

3

Learning curve is 0 days since the cashier runs the whole program for the consumer.



White Smoke Loyalty Case Study

How we helped a vappe store to increase customer retention

Initial Info

A local store in Glyfada that wants to communicate with their customers and increase retention in a very competitive market.



+18%

Customer Retention



+0,2%

Basket Value

LOYALTY PREVIEW



Our goal was to increase customer retention in a very difficult neighbourhood with huge competition. We chose a simple but proven scheme to make our store stand out.

EQUIPMENT



RoadCube POS

KEY METRICS ENHANCED



1

Average Basket Value

The average basket didnt have massive impact due to our loyalty scheme and was increased up to 0,2%

2

Customer Retention Rate

Our scheme was targeting the average customer retention rate that went up to 18% in a few months or usage.

3

Customer Learning Curve

Learning curve is 1 day since we use the RoadCube POS.



Freedom Fashion Loyalty Case Study

How we helped a fashion brand increase clients loyalty



Initial Info

A greek brand with a very loyal customers that want to reward the loyalty, increase retention and grow faster in the Freek market



+12%

Customer Retention



+2,1%

Basket Value

LOYALTY PREVIEW



We had to combine offline and online loyalty and make it seamless for any consumer to use it. We have a very strong brand for a niche market and very loyal customers. We focused on simplicity and seamless usage so that we can help achieving the goals.



RoadCube POS



Plugin

KEY METRICS ENHANCED



1

Average Basket Value

We increased the basket value 2,1% in a very short time, by synchronizing the physical and digital store with our plugins and the RoadCube POS.

2

Customer Retention Rate

We increased the average customer retention rate 12% from the third month of usage.

3

Customer Learning Curve

The learning curve is 1 week since the consumer has to understand how to use it online and offline.



ONIXKOPTIO LOYALTY Case Study

How we helped a nail salon increase loyalty

Initial Info

We have a local nail salon in Palaio Faliro that wants a competitive advantage over their competition



+12%

Customer Retention



+2,1%

Basket Value

LOYALTY PREVIEW



A very competitive market with many options for the consumer. We needed a simple scheme that makes the local nail salon stand out from the other stores and make it unique.

EQUIPMENT



RoadCube POS

KEY METRICS ENHANCED



1

Average Basket Value

We increased the average basket value up to 2,1% in a few months.

2

Customer Retention Rate

Customer retention was increased up to 12% in a short timeframe.

3

Customer Learning Curve

The loyalty scheme is very simple and the learning curve is 1 day.