



**ŻYWIEC**  
**AKADEMIA**  
**ZYSKÓW**  
KLUB PARTNERSKI GRUPY ŻYWIEC

**COMARCH**



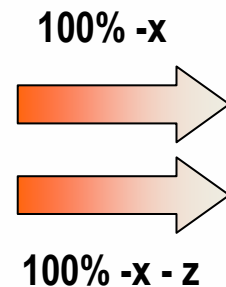
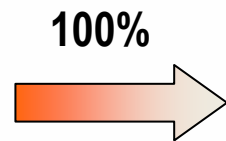
# Heineken case study

- Żywiec Group
  - Leading Polish brewery
  - Part of Heineken Group
  - 35% market share in Poland
  - Own distribution network(sales force reaches over 50 thousand points of sale in 3 channels: retail, gastronomy and wholesale)
- Akademia Zysków (Profit Academy)
  - Started in January 2010
  - It's organized as Partner Club to:
    - Increase the profits
    - Share the business knowledge



# Participants

- Loyalty program dedicated for:
  - Business partners from traditional trade channels:
    - PoS supported by direct distribution
  - Sales Representatives (lack of redemption)
- Flexible division of points between owner/manager and sales person



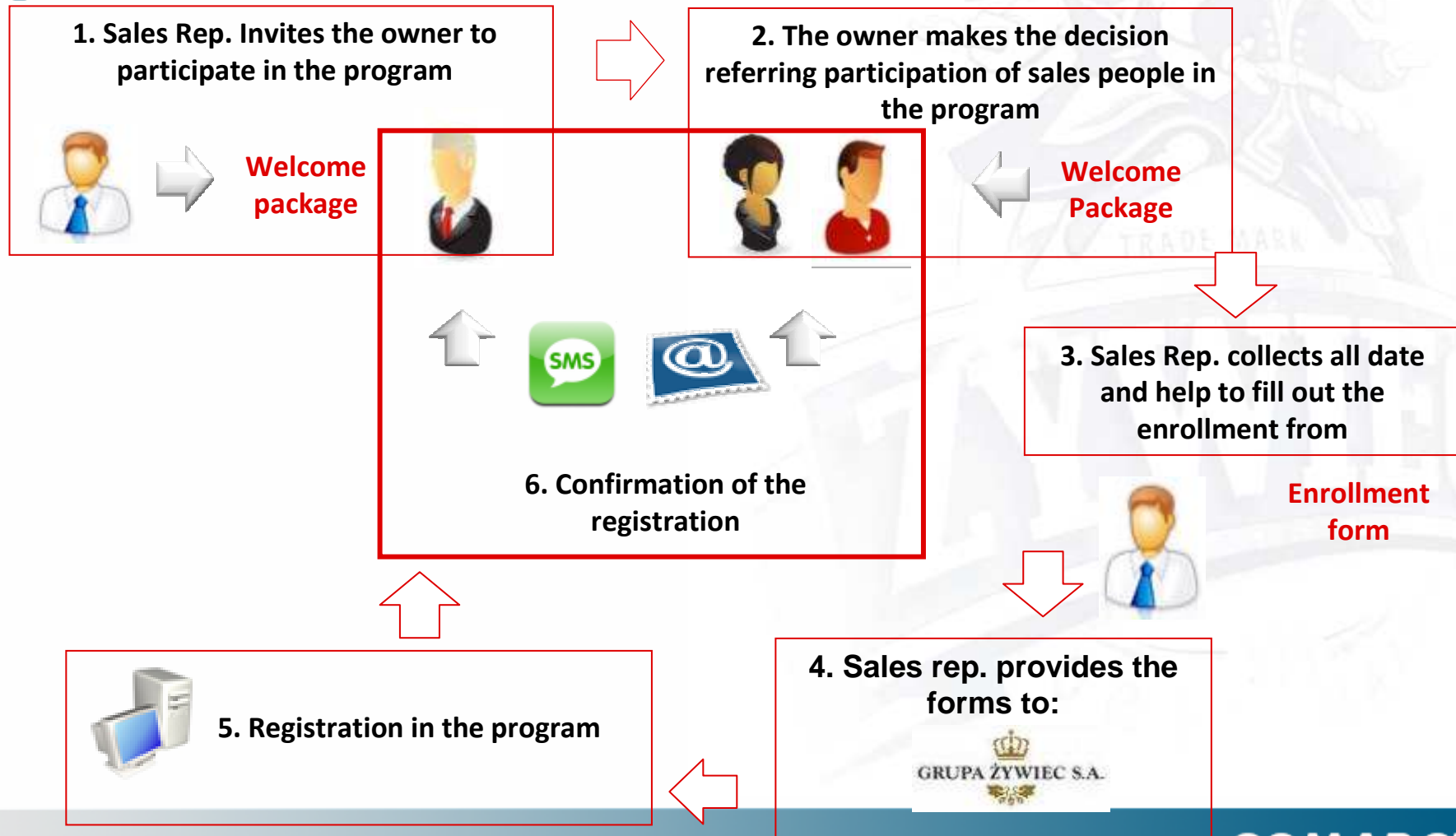
# Registration process



- Shop's identifier granted in the Heineken transaction system before the program start
- Program applicants are required to fill out an enrollment application (in paper)
- Enrollments forms are manually registered on the CLM system
- CLM system sends automatically a selected message to the program participants (access to private portion of the portal)
- Sales representative are registered based on date received from Heineken – date are imported to the system before program start



# Registration process





## Loyalty program aims

### Heineken

- Maintain the current Customer group
- Increase the number of SKU on invoice
- Increase of average invoice
- Numeric Distribution improvement of chosen SKU
- Increase the stock in PoS

### Heineken's Customer

- Building business relationship
- Attractive way of cooperation (rewarding for achieving particular aims)
- Establishing one business partner for delivering beer products as well as others, like wine, etc.

# Rules of points calculation

## 1. Basic points



For total net amount on the invoice

## 2. Points for no. of SKU on invoice



For number of SKU on the invoice

## 3. Points for SPECIAL ACTIONS



You can get EXTRA POINTS

During each month a SPECIAL ACTION will be launched eg.

- SKU promo,
- Increase of turnover on invoice vs. Last month

90% of current invoices has less than 10 SKU

# Prizes Catalogue

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
1 000	1 500	2 000	3 000	4 000	5 000	7 000	9 000	12 000	15 000	20 000	30 000	40 000	50 000	70 000	90 000	120 000	150 000	200 000	300 000	500 000	700 000

Prizes are sent only if all payments are being settled by PoS

# Redemption



- [www.akademiazyskow.pl](http://www.akademiazyskow.pl)

On-line after logging in to the portal

- Paper form

Paper form is filled out and given to the sales representatives

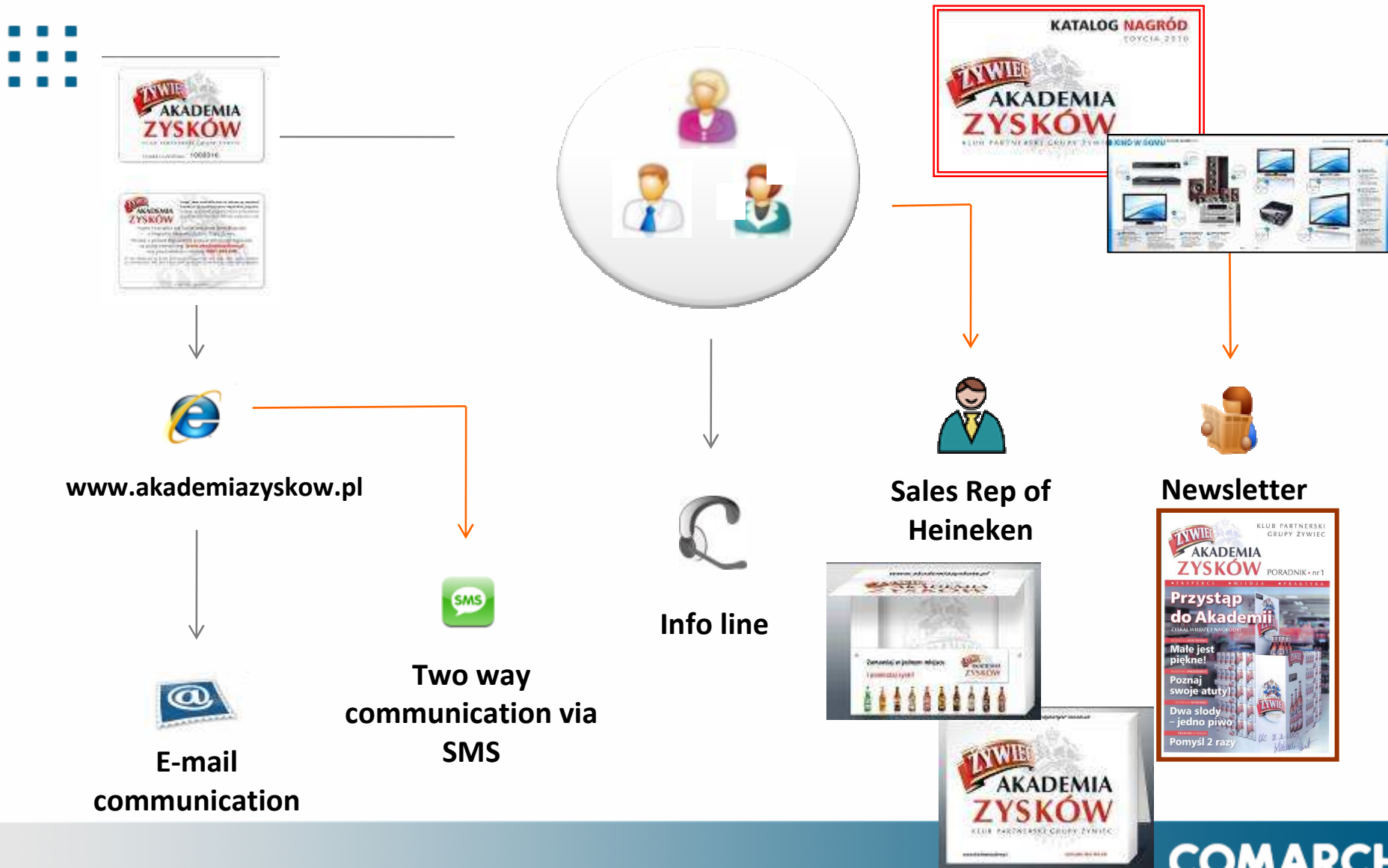
- Call Center

## Notes:

-No outstanding payments

-Not redeemed points expire 12 months after the enrollment

# Communication channels to the client



# ☐☐☐ Data exchange within the program

- CLM modules used in the project:
  - Business administration
  - Call Center
  - B2C application
- Synchronization of offline transaction data on a daily basis
- Redemption is always performed online
- Promotions managed centrally by program operator
- Integration with:
  - Heineken transaction system
  - SMS gateway
  - External logistic system (manage the delivery of rewards to the customer)
- Implementation in Comarch Data Center in Krakow

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**Thank you for your attention**

Comarch Loyalty Team