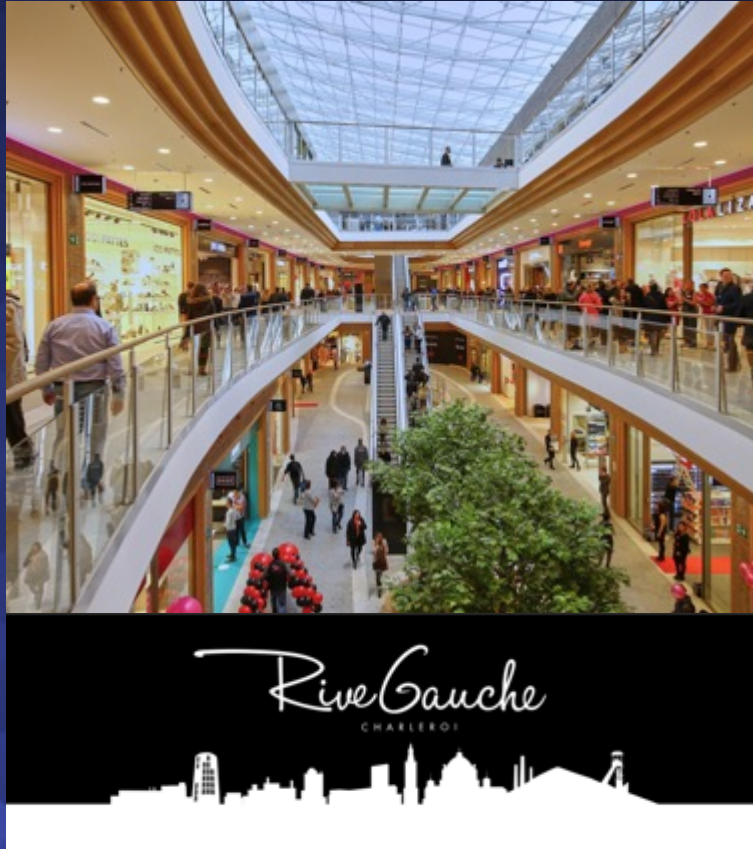


# TAKING SHOPPING TO A NEW LEVEL WITH A LOYALTY PROGRAM



## Issues and challenges

- Lacking an overall loyalty program
- Develop a creative omnichannel strategy
- Optimize customer experience



## Solution

- By innovatively combining mobile application iOS/android, QR Code, iBeacon and a CMS (Drupal).
- Combination of online and offline interactions



## Results and Benefits

- Increased interaction between the mall and its visitors.
- Additional traffic was generated to the shopping center.
- Customer loyalty can be measured by statistical reports.
- Increased level of recurring visitors