

ABM Loyalty

# CASE STUDY

## LOYALTY PROGRAM FOR RETAIL CHAIN "ЛОТОК"

60+  
stores

LotOk  
Family

ЛОТОК

## ABM Loyalty Implementation

" LOTOK Family " is a program of encouraging customers, created specifically for customers of the "LotOK" retail chain. It allows the participants to save and even to earn. Customers receive a card-key "Family", which makes it possible to accumulate bonuses when making purchases.

### Realization of the loyalty program ABM Loyalty for the LotOk retail chain:



1. Cloud based CRM system for managing the program and settings of rewards.
2. The site was developed and integration was carried out with the personal cabinet of the Participant (client) of the Loyalty program [www.lotok.ua](http://www.lotok.ua)
3. Participant's tool - a plastic card with bar codes EAN 13 and QR code.
4. Mobile app, wallet (iOS, Android).
5. Integration with iBox self-service terminal networks.
6. Single channel (omni chanel) for correct data collection and interaction with the participants of the program.
7. Integration with the cash software Open.Store - accounting system for the automation of stores.

## More about the loyalty program

The "LotOK" chain, in addition to the key card, provides the special keychain to the main card, which allows the entire family to accumulate additional funds on the account. Participants present their key card or keychain at the POS before each purchase and automatically accumulate points to their account.

For each 1 (one) hryvnia paid in the retail chain, the Participant receives 1 (one) "OK". After the payment (cash or bank cards), the check indicates the number of accumulated "OK" in the form of an integer.

At the moment the project is in the stage of prompt and high-quality support.

### **ABM Cloud**

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