

CASE STUDY

everest[®]

BITeCLUB

**How Pobuca is helping everest
to build a loyalty scheme and
obtain an omnichannel
approach with its members**



POBUCA

Company profile

Vivartia Group (owner of everest food chain) is ranked 74th position as Europe's food services, running across 13 countries with 300.000 daily consumers daily, and over 200 franchisees.

“

Couldn't thank Pobuca enough, for building the right loyalty solution for us to reach our customers across channels, creating at the same time all these valuable insights, in an interactive and innovative tool that will spearhead our loyalty strategy in the years to come.

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The challenge

- Get customer data from physical stores (offline customers).
- Access customer's data from online orders (e-commerce).
- Combine the above data and create a unified profile for each customer.
- Understand customer behavior and segment the database into relevant personas.

The goals

- Reward loyal customers and increase their engagement with the brand.
- Create an appeal to the young audience, loyalty scheme, incorporating the latest technologies and strong elements of interaction.
- Create a solid database that allows in-depth customer knowledge and analysis.
- Obtain an omnichannel approach, easily identify and reward members for both online and offline orders.
- Increase the number of average visits and the amount of the average basket.
- Achieve targeted communication, suitable to different personas, and using the most adequate channel.

The Pobuca solutions

The Pobuca solutions have been implemented to face challenges such as an omnichannel approach, real-time reporting, and a microsite.

1 Pobuca Platform (CRM / Stores Portal)

We have unified the online and the offline world by having one single profile for each member, tracking their purchases through different channels, and adopting an omnichannel strategic approach.

2 Microsoft Dynamics 365

Microsoft Dynamics 365 facilitates an in-depth analysis, to get insights on customers' behavior and spending habits, driving personalized and targeted campaigns in the context of improving results and customers' experience.

3 Power BI

Real-time reporting permit to have an ongoing view of the program's progress, having possibility the to act at any given time and watch KPIs and evaluate results on a standard basis, to set goals & next steps.

4 Loyalty Microsite

Members have easy access to their account at any time, having a clear view of their benefits, their rewards, the available campaigns, and the offers.

5 Integration with POS devices & e-commerce platform

Members have easy access to their account at any time, having a clear view of their benefits, their rewards, the available campaigns, and the offers.

The results

- Creation of a revamped, appealing to the young audience, loyalty scheme, incorporating the latest technologies and strong elements of interaction has led to massive acceptance by customers, reflected both in the number of members & transactions.
- The volumes of the average basket and the average visits have been increased by the customers' engagement with the brand.
- Detailed profiling and segmentation within a solid database have allowed in-depth insights and have facilitated the targeted communication, suitable to different personas and through the most appropriate communication channel.



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