

**FACTORY
OUTLET**



Check In & Win
One card, unlimited choices!



WHAT FACTORY OUTLET HAS TO SAY

“Factory Outlet is the largest outlet department store in Greece, offering unique shopping experience for customers who looking for designers’ brands in low prices throughout the year. It is member of Folli Follie Group, a leading company in the world of fashion who always has on top the consumer and how to offer him a seamless shopping experience.”

In 2013, we celebrated 15 years of operation by introducing to our customers the exclusive membership card “Check In & Win”. For the evolution of the loyalty program we worked with QIVOS, which has extensive experience in the loyalty programs industry and in March 2015 we launched the renewed Check In & Win. It is designed in order to offer a range of exclusive privileges to its members such as gift vouchers, special discounts and to keep them informed before anyone else about new products and offers.

We believe that our cooperation with QIVOS fully meets the needs of this complex project and provide substantial value to our customers and the company”

Factory Outlet

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Case Study

COMPANY'S PROFILE

Factory Outlet, the largest Greek Outlet store, provides a unique customer experience, offering more than 200 designer brands at low prices all over the year. With two strategically placed branches at Piraeus Street and at Airport Commerce Park Factory Outlet stores welcome hundreds of customers daily who search for fashion, convenience and lower prices on their purchases.

Factory Outlet is a member of FF Group, a leading company in the fashion industry operating in more than 30 countries. Factory Outlet shares the mission and the vision of FF Group as well as the same principles and values. The mission of FF Group is to make people feel good and adopt a more joyful way of life, enjoying products and services which give them luxury, passion, and creativity. FF Group treats the challenges with enthusiasm, intense team spirit and all the efforts are channeled in a positive influence on people's lives.

GOALS

The main goal of Factory Outlet is the holistic customer service via many different channels as well as the smooth integration of the contact points with the customer in order to obtain a single view of customer behavior at any given point.

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THE CHALLENGE

Factory Outlet is always looking for new ways to offer unique services to its customers. Having as main objective to constantly guarantee exclusive benefits, gifts, surprises and great services to the members of the Factory Outlet family, on May of 2015 launched the new loyalty program **“Check In & Win”**.

Factory Outlet has several brands of which some belong to the same group and others not, with many different POS and points of contact with the consumer.



QIVOS SOLUTION

The biggest challenge for QIVOS was to connect all different POS systems and points of contact, into a multi-brand and customer centric environment.

QIVOS proceeded into the creation of the loyalty strategy and into the full implementation of the loyalty program **“Check In & Win”**. It is a versatile and flexible loyalty program, based on each members’ point collection. The program designed in order to provide to the customers as well as to the current members substantial rewards and ease in their purchases.

The loyalty program includes all brands within the Factory Outlet stores (over 300 brands) and the e-shop www.factoryoutlet.gr.

The program’s implementation was based on the innovative [QIVOS CLOUD platform](#). QIVOS CLOUD platform constitutes an end-to-end solution for CRM / Loyalty requirements, designed to cover every aspect of the operation in each loyalty program. The platform guarantees a quality data management, seamless operation and adaptability to complex needs, by developing the relationship between the consumer and the brand.

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THE METHODOLOGY

Factory Outlet needed a loyalty program, which would be a perfect fit to its needs. To achieve maximum results, a detailed loyalty strategy was executed. The loyalty strategy of “Check In & Win” program was built on a tailor-made methodology that consists of:

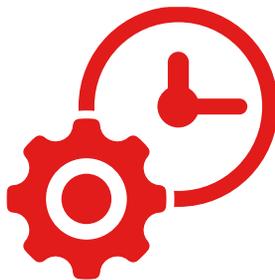
- Setting qualitative and quantitative goals of the loyalty program
- Utilizing international best practices in the retail industry
- Defining and describing in detail the loyalty scheme processes
- Providing a close estimation of the marketing Return on Investment (ROI)

The loyalty program “**Check In & Win**” adopted an **omnichannel approach** and multi-customer support channels had been created in order to give the customers a **consistent view**.



QIVOS undertook the full management of Check In & Win :

- **Loyalty Program Implementation**: “Check In & Win” is based on QIVOS CLOUD platform
- **Customer Operation services**: “Check In & Win” program has a daily support by efficiently trained operation experts, delivering great service performance for Factory Outlet customers as well as its internal teams. An indicating service provided is the available call center for all the “Check In & Win” members.
- **Loyalty Campaign management** (Micro-selling®) services: QIVOS delivers a full management service of all marketing actions performed; leveraging customer insights to unlock customers’ behavior and engagement.
- **Mobile Loyalty app implementation** in order to achieve enrichment between the contact points and the final consumer as well as to provide personalized communication. By using the application, consumers are driven to the right purchasing decision and the best shopping experience.



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RESULTS

Launch:

March 2015



Members:

168.000 in the first year

Transactions:

815.000 in the first year



Increased promo
response rate

**Increased customer
engagement**



Higher average
basket value

**Increased store
visits**



BEST IN LOYALTY
& ENGAGEMENT

**FACTORY
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ABOUT QIVOS

QIVOS is a marketing technology agency that delivers successful end-to-end customer loyalty management through unified commerce. Based on its expertise in customer experience strategies and tailor-made technology solutions, QIVOS helps brands build unique long-term relationships with their customers.

CONTACT US

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