



INGLOT

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A loyalty program that better serves  
the shopper in-store



LOYALTY AWARDS '18 & '19  
AGENCY OF THE YEAR

## SUMMARY

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INGLOT's loyalty program, **INGLOT Beauty Rewards**, aims to enhance customer loyalty, boost engagement and attract new customers. Members earn points for making purchases or engaging through social media and enjoy unique privileges, starting from their registration! The program's clienteling app allows Make-up artists to deliver highly personalized beauty proposals.

## COMPANY'S PROFILE

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INGLOT Cosmetics is a famous chain of stores, with a long history in the beauty sector. With 6 stores in Athens and 3 stores in Cyprus, beauty-lovers as well as professional Make up Artists have the opportunity to enjoy a wide variety of INGLOT cosmetics and accessories. INGLOT cosmetics are trusted by top Makeup artists around the world.

## WHAT INGLOT WANTED

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Taking into consideration the unique characteristics of the cosmetics sector and the need for deeper knowledge of the customer, INGLOT decided that a loyalty program is essential. INGLOT's main goal was to provide a highly personalized experience to its customer maximizing their loyalty and engagement. Through the program, INGLOT aims to provide personalized treatment to customers during their store visit which is quite important for the cosmetics industry.

The program is currently operating in two countries, **Greece and Cyprus**, with great success.

**INGLOT**

Case Study

# GOALS

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Enhance  
customer  
loyalty

Boost  
customer  
engagement

Attract  
new  
customers

Deliver  
personalized  
beauty  
experiences

Gain  
valuable  
customer  
insights

# THE CHALLENGES

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There were many challenges that INGLOT faced. The main challenge was to introduce a loyalty program that has simple and effective processes for the members, while staying attractive to them with engaging rewards. Personalized treatment by the makeup artists during the customer visit in-store was another challenge that INGLOT successfully managed to overcome via “INGLOT Beauty Rewards”.

**Keep simple & sophisticated  
loyalty program processes**

**Follow an omnichannel  
approach**

**Get to know customers**

**Combine physical &  
digital channels**



## QIVOS SOLUTION

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**QIVOS** utilizing its knowledge and international best practices, set quantitative and qualitative goals for INGLOT and its consumers and proposed solutions based on specific requirements of the company and the market.

The implementation of the customer loyalty program "INGLOT Beauty Rewards", intends to create a genuine sense of reward to the client, a regular communication between INGLOT and its members and complete the segmentation and utilization of clientele.

After researching the best scenarios for INGLOT, QIVOS proposed a quick and easy registration process for the program. Members can register to INGLOT Beauty Rewards either online by simply filling the registration [form](#) on the loyalty programs' microsite, [beautyrewards.inglot.gr](http://beautyrewards.inglot.gr), or in-store with the help of the Make Up Artists (MUAs) via the "Clienteling App", a specially designed feature within QIVOS CLOUD platform.

**INGLOT Beauty Rewards** is a paperless (no plastic card) loyalty program, also available through the tailor-made a loyalty mobile application, designed and developed by QIVOS.

# INNOVATIONS

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## Integrated Clienteling App

Clienteling App is a powerful tool in the hands of INGLOT's Makeup Artists, to help them **get a deeper knowledge of their customer on the spot.**

This user-friendly custom application enables member registration and allows the Makeup Artist (MUA) to have on the spot access of **the member's previous purchases** (date, time, products). In addition, MUAs **have access to all the campaigns that the members have received** (SMS and email campaigns) and **coupon codes** that they have available or have used.

Every time a MUA enters a member's profile gets beauty proposals in the form of notification (pop-up announcements) for products that the customer might want to purchase or sample.



## Social media connection with member's loyalty profile

**Facebook likes on specific posts equals loyalty points!** Members are able to link their Facebook account with their loyalty account in order to earn more points. To do so they need to visit their loyalty profile on the dedicated site and allow the scheme to access their Facebook Public Profile. From the moment they have done so, members can collect points by liking the company's Facebook posts.

INGLOT

Case Study

# THE METHODOLOGY

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INGLOT's customer loyalty program is based on the innovative [QIVOS CLOUD platform](#), an end-to-end solution for CRM / Loyalty requirements which guarantees a quality data management, seamless operation, and adaptability to complex needs, by further developing the relationship between the consumer and the brand.

**QIVOS undertook the full management of this project, which includes:**



[Loyalty strategy](#)



[Loyalty program implementation](#)



[Micro-site creation](#)



[Hosting and management](#)



[Data quality management](#)



[Customer operations services](#)



[Campaign management strategy](#)



# RESULTS

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Program launch:  
June 2017



8.000 registrations  
within the first 6  
months of operation

3.206 mobile  
application users



Increased  
store visits

Positive impact on  
business sales



Increased customer  
engagement



BEST NEW PRODUCT /  
SERVICE LOYALTY INITIATIVE



**INGLOT**

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## ABOUT QIVOS

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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

✉ [marketing@qivos.com](mailto:marketing@qivos.com)

🌐 [www.qivos.com](http://www.qivos.com)