



*Johnson & Johnson*

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A LOYALTY PROGRAM  
THAT REWARDS THEM ALL!



QIVOS

**LOYALTY AWARDS '18 & '19**  
AGENCY OF THE YEAR

# SUMMARY

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**QIVOS** created a unique B2B2C loyalty program for Johnson & Johnson's cosmetic line named RoC, based on multiple points of sales, that benefits not only the buyers but all the participants of the campaigns - the loyalty member, the beauty advisors and the pharmacists.

## COMPANY'S PROFILE

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**Johnson & Johnson** is the world's largest healthcare provider. Operating in the pharmaceutical industry and medical products, Johnson & Johnson has 198 companies in 54 countries around the world, selling its products in more than 175 countries.

In Greece, Johnson & Johnson was founded in 1975 providing famous consumer and medical products.

## WHAT JOHNSON & JOHNSON WANTED

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Johnson & Johnson wanted to get closer to its customers, attract new ones, enhance customer loyalty and create targeted communications via different channels. Through the loyalty program, the company aims not only to reward its customers, but also gain valuable information on customer trends and insights.



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# GOALS

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Enhance customer loyalty

Boost customer engagement

Attract new customers

Deliver personalized beauty experiences

Gain valuable customer insights

Customer retention

Increase sales

Create awareness for the ROC cosmetic line



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# THE CHALLENGES

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The target audience of my RoC includes both customers and Johnson & Johnson's partners (pharmacists and beauty advisors) at RoC points of sales (**pharmacies & Hondos Center stores**). So, the main challenge was to successfully combine different kinds of loyalty paths into one, while keeping, at the same time, all the program's processes quick and simple.

**Create an engaging loyalty program for both the customers & the beauty advisors**

**Keep the program's processes simple for the Beauty advisors and the members**

**Combine multiple points of sales**



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## QIVOS SOLUTION

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QIVOS, utilizing its knowledge and international best practices, proposed a unique project capable of achieving the challenges that J&J wanted to solve, but also went a step further to **also include motivation for the Beauty Advisors (BA)** and thus increase sales.

More specific, the program is divided into two parallel loyalty reward mechanisms. **The Loyalty member** collects points in any of the participating POS i.e. pharmacies that she carries out a transaction on that may include any Johnson & Johnson's Roc product. **Beauty Advisors (BA)** also participate in the loyalty program. Their reward is based on the sales amount they carry out every quarter. Beauty advisors were provided with a user-friendly mobile application to improve the process of subscriptions; thus, increasing loyalty members and average spending.

**Although the pharmacists** are not part of the loyalty program, QIVOS' innovative loyalty program enables them to also enjoy two advantages; real-time reporting on the products and increased sales.

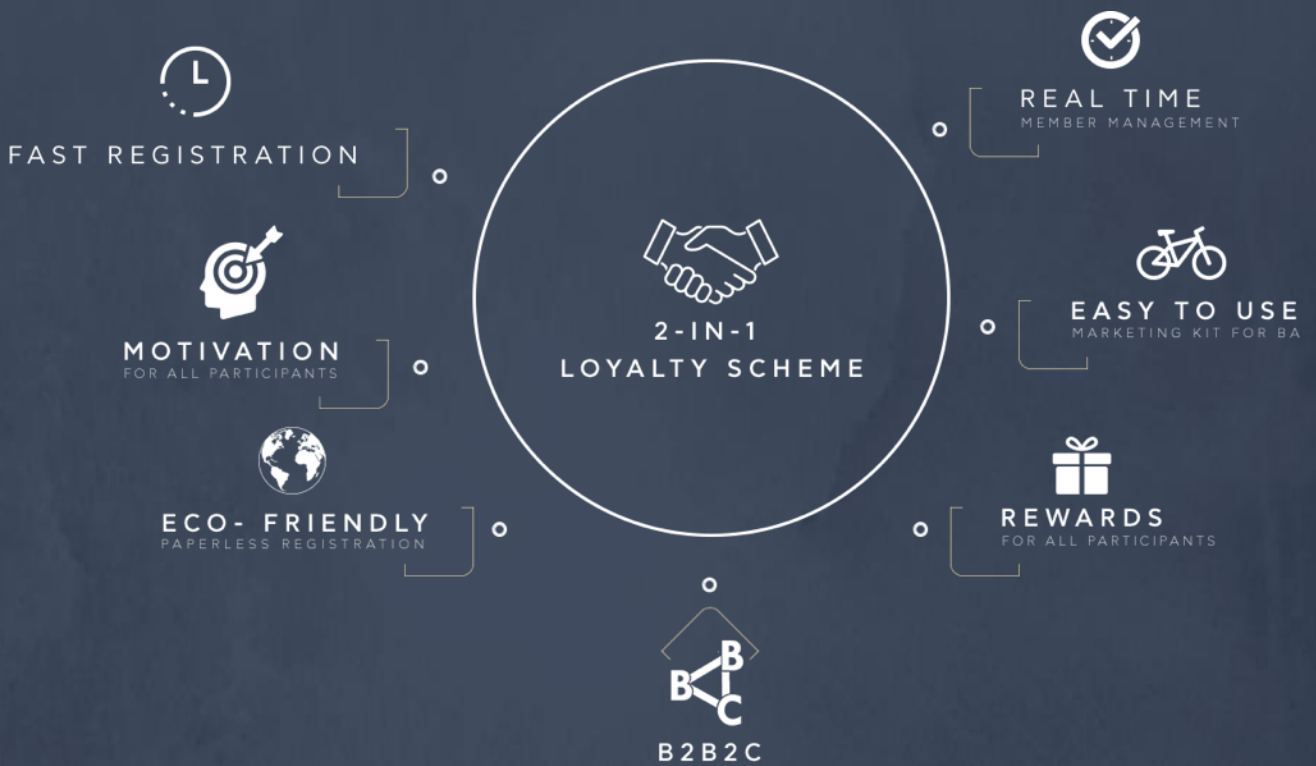


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# INNOVATIONS

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# THE METHODOLOGY

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**QIVOS** undertook the overall management and implementation of my RoC loyalty program. The main services offered included:

## **Loyalty program strategy:**

- definition of objectives & procedures
- specifications of the program
- estimation and analysis of ROI for five years

## **Loyalty program implementation:**

- technological preparation – creation of web / mobile platform
- creation of Marketing concept
- preparation of welcome kits for the beauty advisors
- implementation of the appropriate procedures to collect qualitative data  
activation of all people involved in the scheme

## **Customer operation services:**

- daily operation
- data analysis, customer segmentation and targeted promotions by  
customer segment
- use of multiple channels (SMS, Email)
- ensure data quality
- customer service (members and partners)



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# RESULTS

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Double loyalty scheme (B2B2C) for members and BAs



Increased store visits



Positive impact on business sales



Nearly half of the BAs achieved their sales goal



Increased customer engagement



Enhanced customer experience



MOST INNOVATIVE INITIATIVE



Silver award in the Business IT Excellence Awards 2015 in the category Loyalty systems & applications



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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

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