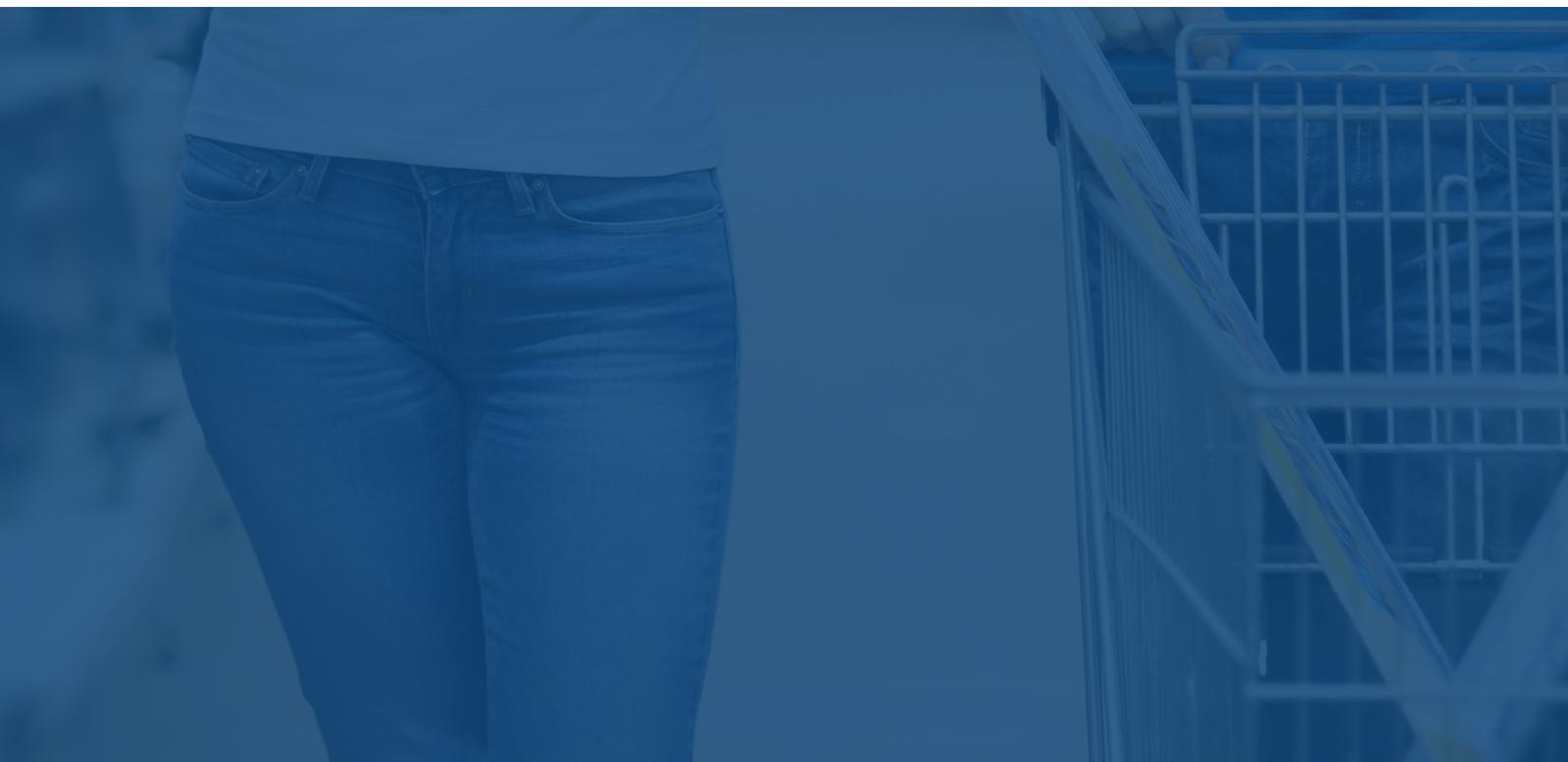


COMARCH CRM&MARKETING



COMARCH  
LOYALTY MANAGEMENT  
IMPLEMENTATION AT  
TRUE VALUE

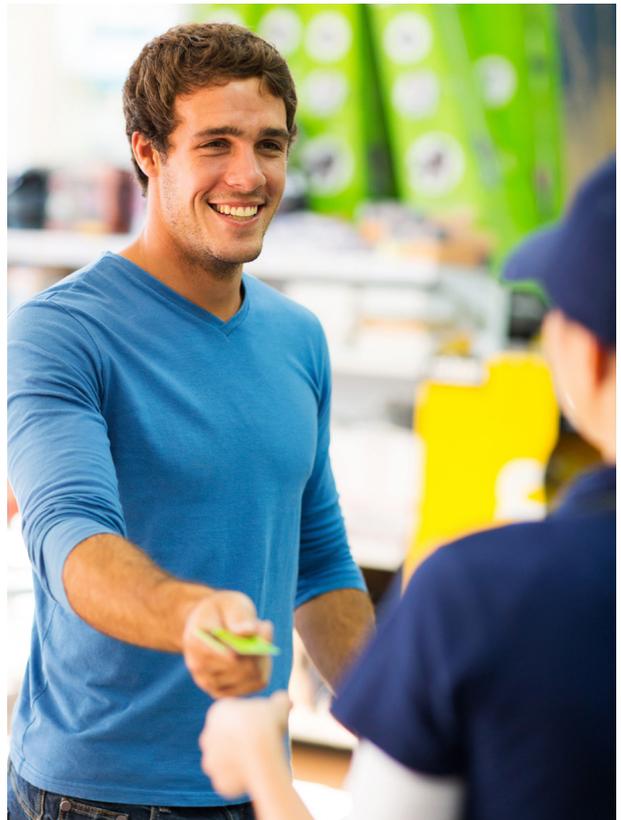
*True Value*®



## A GREAT LOYALTY PROGRAM GETS A RENOVATION

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- One of the world's largest DIY & home improvement cooperatives adopted Comarch's Loyalty Management platform to improve its reach to loyal customers through its rewards program
- Comarch delivered and integrated the Comarch Loyalty Management solution on time and within budget
- Since implementation, True Value has seen triple-digit returns on investment across a range of loyalty customer categories, with individual stores receiving an average **371% return** for the program



## GLOBAL COOPERATIVE, LOCAL OUTLOOK

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True Value is one of the world's largest retailer-owned hardware cooperatives, representing independent retailer locations in over **60 countries** with retail sales in their communities totaling about **\$5.5 billion**. By focusing on local expert advice, the best products for DIY enthusiasts and superior customer service, each independently owned True Value store strives to be the best hardware store in its town. The True Value Rewards program supports that effort by rewarding loyal customers with points for every dollar spent, which can be redeemed for discounts, together with members-only offers during the year. Program members can earn points for ship-to-store purchases and receive a \$5 Reward Certificate for every 2,500 points. Over **800 U.S.** stores participate in True Value Rewards.

## SEEKING FLEXIBILITY AND CONTROL

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True Value was implementing several new technologies as part of its customer focused vision ecosystem. Coordinating the work among internal and external resources was challenging at times, but Comarch proved to be a key partner and quickly adapted to these challenges throughout the project launch. In fact, Comarch even took on additional capabilities that were not part of the original scope, for the launch as well as afterward.

### TRUE VALUE LAUNCHED THE COMARCH LOYALTY MANAGEMENT PLATFORM WITH THE AIM OF:



Gaining more control over the loyalty program



Utilizing the flexibility to expand its loyalty initiatives



Adding the ability to reach its customers across all touchpoints



Leveraging data and insights from all consumer touchpoints to influence merchandising, growth and marketing decisions

## TRUE VALUE REWARDS IN FOCUS

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- **OVER 1 MILLION** redemption certificates issued
- **OVER 6 BILLION** points issued
- **5.8 MILLION** loyalty accounts
- **90 MILLION** transactions
- **\$2.5 MILLION** in points balances
- **OVER 20,000** custom points accumulation rules

## THE SOLUTION

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The improved platform needed to work seamlessly within True Value's customer focused vision ecosystem, integrating with tools for managing customer data, analytics, business intelligence, marketing campaigns, as well as an enterprise server bus. The Comarch Loyalty Management system consists of modules: Business Administration, Contact Center, Customer Web Application and Partner Portal.

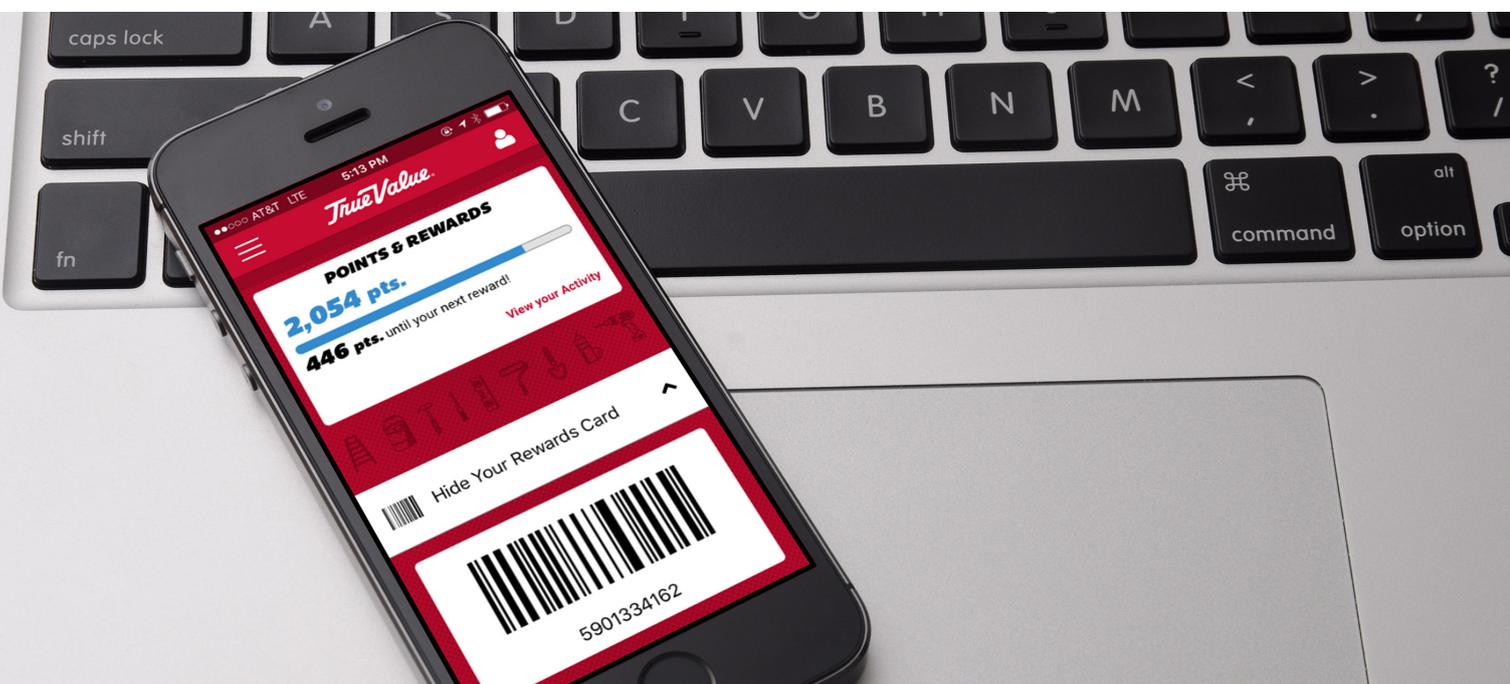
Comarch successfully completed the project, migrating millions of accounts and thousands of existing rules - on time and within budget. The system is hosted in a Comarch Data Center in the United States.

Enhancements with Comarch since the initial launch include an integrated mobile app as well as real-time integration into True Value's multiple POS systems. The fully integrated mobile app is available on the Android and iOS platforms. Features include mobile-only offers, targeted promotions and an interactive store finder based on geolocation. Mobile app users can track their progress by viewing and filtering their transaction history, earning and storing mobile coupons as well as keeping their loyalty profile up to date. The real-time integration into POS provides several benefits, including: flexibility to enroll customers at POS without having to incur the expense of plastic loyalty cards, digital coupon capabilities that limit usage and make it easier to redeem in store, as well as an overall seamless experience for customers that frequent multiple stores.

## RESULTS

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True Value has seen significant returns on its investment, ranging from 142% for engagement campaigns up to 448% for VIP program members. On average, Loyalty customer spend is about **20% greater**.



## RETURNS ON INVESTMENT



Source: 2016 YTD



Selecting a new loyalty platform was part of our strategic initiative to leverage data and insights from all consumer touchpoints to influence merchandising, growth and marketing decisions. In our loyalty RFP, we were looking for a partner with deep experience providing innovative and flexible solutions. Comarch throughout the RFP process demonstrated how their solution was a fit, both for our current and future needs. Conversations with Comarch's client references confirmed their ability to deliver both out-of-the-box and customized elements of their solutions. They also highlighted that Comarch delivered on what they promised during the RFP process throughout implementation as well as ongoing support.

**Sue Smolenski,**  
Sr. Director Omni Channel Marketing at True Value

## ABOUT COMARCH

Founded in 1993, Comarch has over 20 years of experience in designing, implementing and integrating IT solutions for large enterprises in a variety of industries: airlines, travel companies, telecoms, financial institutions, as well as retail and consumer goods companies. Comarch's CRM & Marketing portfolio - which includes the award-winning Comarch Loyalty Management (CLM) system - is an advanced set of solutions dedicated to marketing processes and activities, building loyalty and maximizing engagement. Comarch is a true end-to-end loyalty and engagement provider. Aside from the best-in-class technology and product sets, Comarch also offers a full suite of managed services to guide customers throughout the entire loyalty program lifecycle. With thousands of successfully completed projects, 16 data center locations and over 40 offices in more than 20 countries, Comarch has the support and infrastructure necessary for high-volume rollouts.