

BP Global is one of the largest energy groups in the world. Data taken from the 2005 Annual Report and Accounts inform that turnover for the entire conglomerate amounted to US \$262 billion, while operating 19 refineries and 28,500 service stations in 26 countries .

The group's strategy calls for the utilization of separate promotional campaigns and loyalty programs for individual countries, all based on one IT tool – Comarch Loyalty Management.



The need

In 2005, after a 12 month long tendering process, Comarch was chosen out of 20 competing suppliers as BP Global's loyalty system provider. The expectations of this project were the delivery of consulting services and system licenses as well as a customization of the application in line with BP divisional requirements while providing continuous maintenance and hosting services. The implementation was distinctive, as it is entirely based on one IT platform, hosted on servers in the Comarch Data Center in Krakow. However the system functions in response to local demands based on the business and system functionality analyses of individual countries.

Program rules

The implementation took place in BP Germany and France, the largest European BP divisions, and was finished in 2006. The Comarch Loyalty Management system is an advanced combination of business applications, allowing BP to construct a wide range of comprehensive loyalty programs. Effective customer database management, short implementation time and service simplicity are all essential system advantages. Applying the outsourcing model allows for a decrease in operational costs and has a large impact on the ROI of the implemented solutions.

BP Germany

Implementation of this project was launched in mid April of 2005 and was completed in May of 2006. This loyalty program represents a multi-partner variation and is based on a *save* model. The system is integrated with one of the largest German loyalty management programs known as "PAY BACK". Comarch's system interfaces with the master system enabling customers to freely exchange points, after their conversion, for rewards in the PAY BACK catalogue. The system operates in a mixed environment of online and offline, utilizing Business Administration Module, a B2C web portal, a call center and logistics modules.

Currently, the system has about 1 million registered active accounts and 12 million loyalty cards, resulting in 85 million registered transactions in the database.



Case Study

Customer identification in the program is based on the loyalty program's magnetic cards as well as co-branded cards. Loyalty points are awarded to a user's account based on the value of purchases, redeemed promotional coupons and Internet activities (registration, clicking on a banner). Redemption of points for rewards at service stations is enabled by a call center and a dedicated B2C website.



BP France

The project began in October of 2005 and was completed in April of 2006. The program resulted in the provision of a stand-alone model, managed by BP. The system was implemented based on the Business Administration Module, a B2C web portal and a call center. During pro-

duction activation of the system, data from 800 thousand old loyalty cards were progressively migrated to the new system and old cards were exchanged for new ones. As a result, customers could rapidly begin to accumulate loyalty points in the new schema.

In practice, the system works in an on-line mode, servicing about 300 thousand transactions weekly. All in all, there are over 13.5 million registered transactions in the database with 1.5 million cards and 60 thousand registered loyalty program members.

Program registration is accomplished either through applications delivered directly to gas stations, a dedicated B2C website or through a call center. Loyalty points are awarded based on the amount of fuel purchased and the value of services offered by BP as well as periodic events such as: a customer's birthday, exceeding a defined expenditure level, etc.

All information regarding loyalty points acquired in a transaction is printed on a receipt together with the account's balance.



Comarch Headquarters

Al. Jana Pawła II 39 a
31-864 Krakow
Poland

phone: +48 12 64 61 000

fax: +48 12 64 61 100

e-mail: info@comarch.com

www.enterprises.comarch.com

www.comarch.com www.comarch.pl www.comarch.de www.comarch.ru

ComArch Spółka Akcyjna with its registered seat in Kraków at Aleja Jana Pawła II 39A, entered in the National Court Register kept by the District Court for Kraków-Śródmieście in Kraków, the 11th Commercial Division of the National Court Register under no. KRS 000057567. The share capital amounts to 7,960,596.00 zł. The share capital was fully paid, NIP 677-00-65-406
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