





# AEROPORT NICE COTE D'AZUR

Case study

#### About Aéroport de Nice



International airport



Opening date: 1944



2nd French airport in terms of commercial passenger traffic



4 terminals: 2 passenger terminals, 1 freight terminal, 1 business aviation terminal



12 million passengers by 2022



#### "Club Airport Premier": Aéroport de Nice loyalty program



Loyalty program (Access, Gold, Platinium)

Accumulation of "CAPS" points for 12 months

CAPS earned when **checking in** for a flight from Nice, purchasing **services online** or in **airport shops/ restaurants** 

Benefits starting with **Gold status** (reserved parking, VIP lounges, VIP hospitality, etc.)

#### Aéroport de Nice objectives

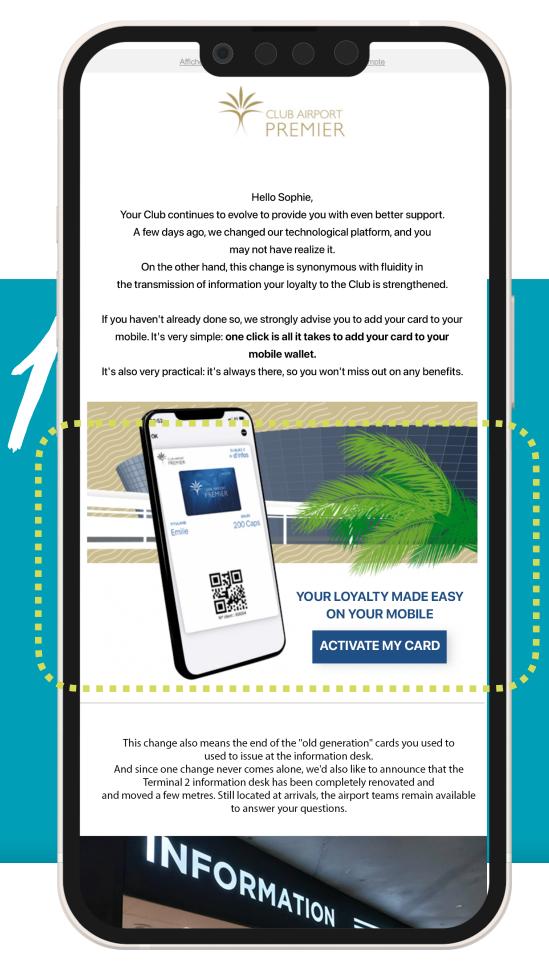
Pursue their digital transformation

Build long-term member loyalty

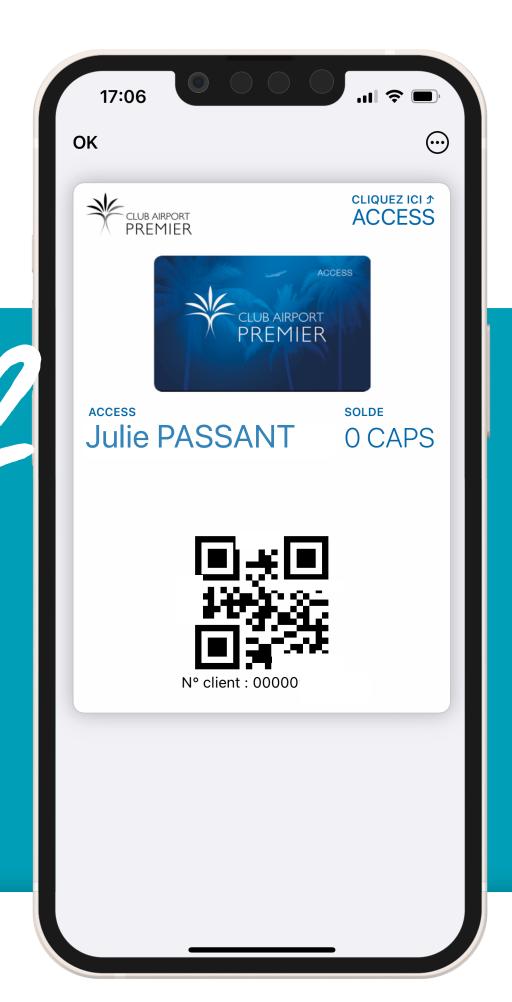
Providing quality service to Loyalty Club members



#### How does it work?



A CTA prompting the user to add the card to the wallet is included in the Aéroport de Nice communications



Customers can retrieve their Aéroport de Nice card in their wallet in 2 clicks

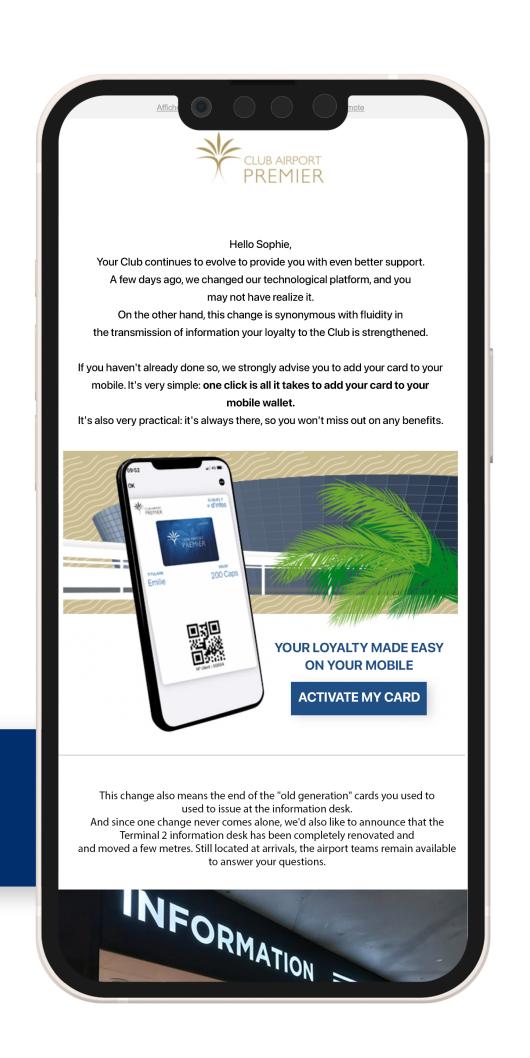


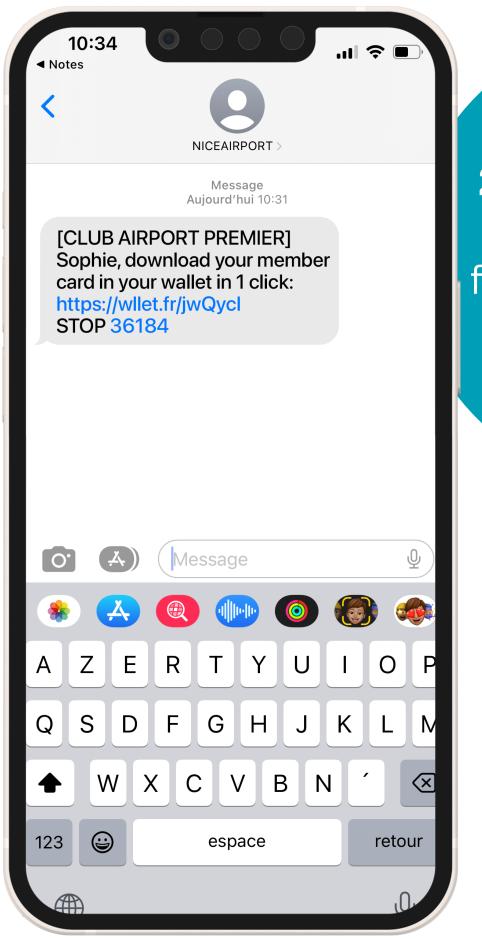
near the airport, points added, etc.

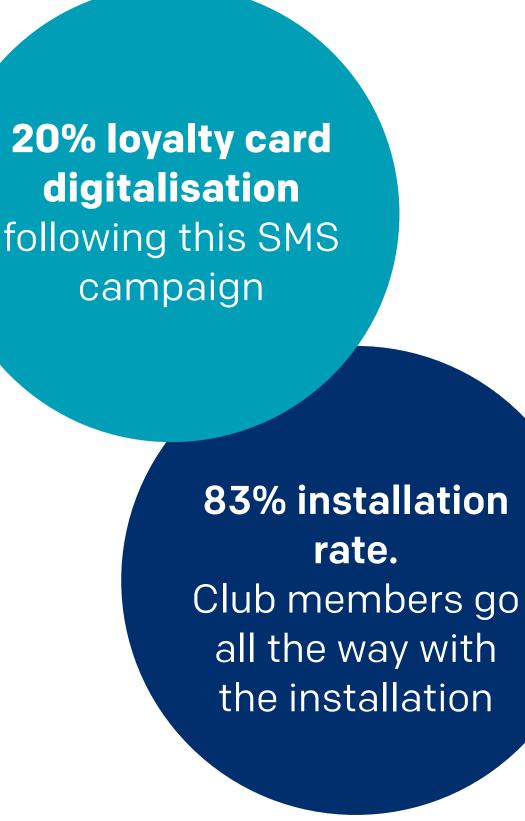
#### 1. Aéroport de Nice "walletizes" its customers from its contact points

Recruiting Club members is a crucial step. Captain Wallet has organised workshops to determine the most relevant contact points for Aéroport de Nice

Explains how this new service works

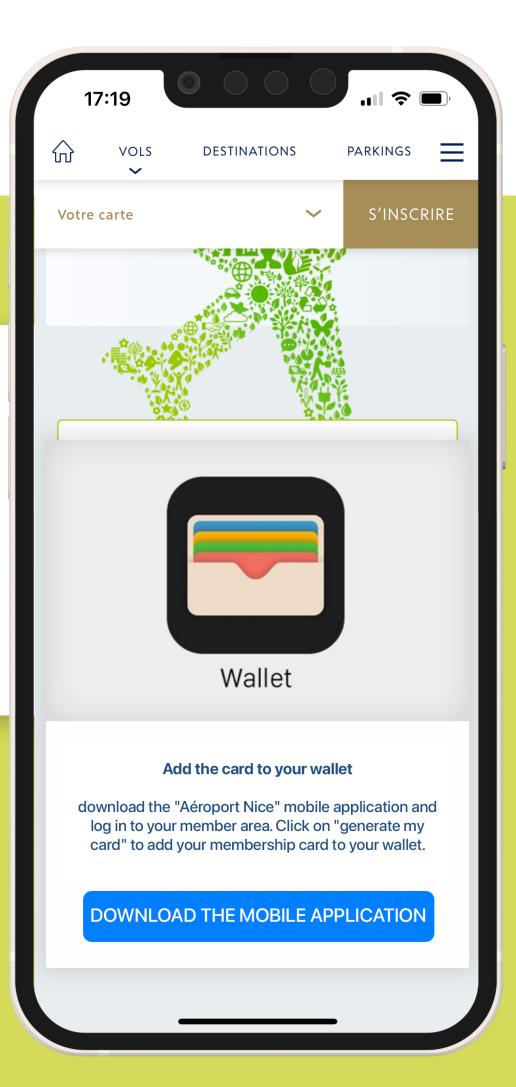


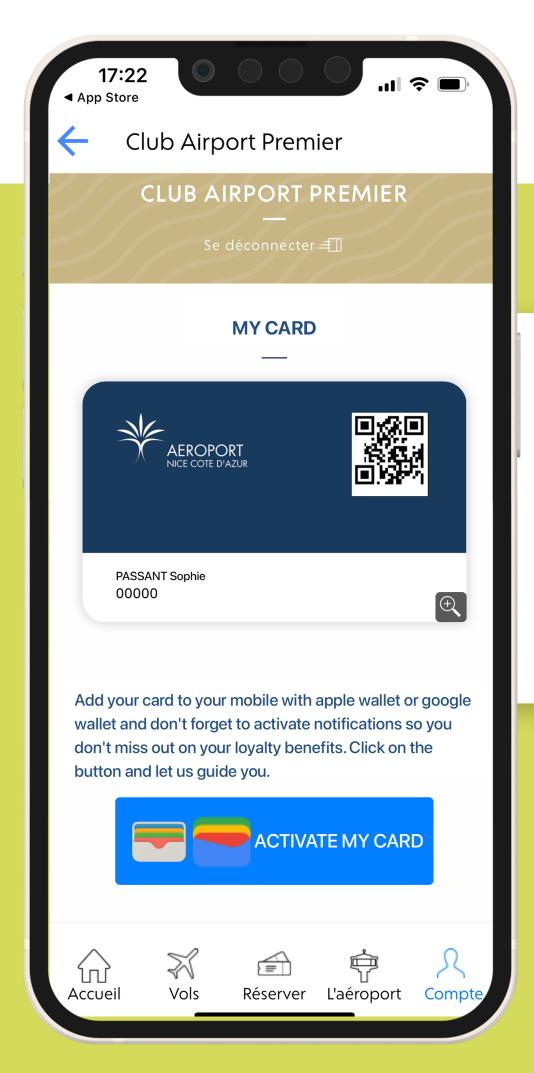




#### 1. Aéroport de Nice "walletizes" its customers from its contact points

A CTA is displayed on the loyalty program page and in the member area to retrieve your wallet card.



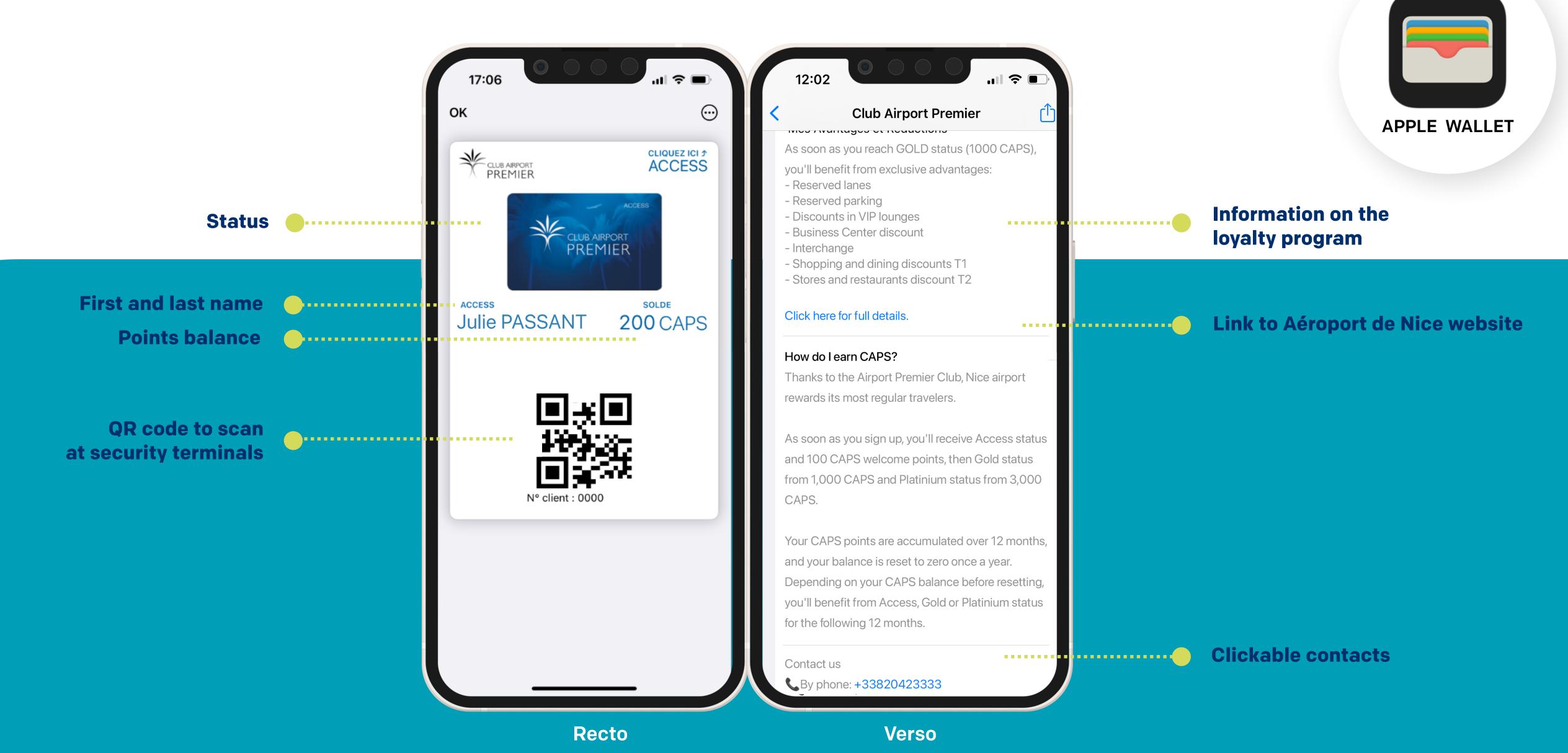


Customers can also **activate** their wallet card from the Nice Airport **application**, in their **"account" area**.

Web

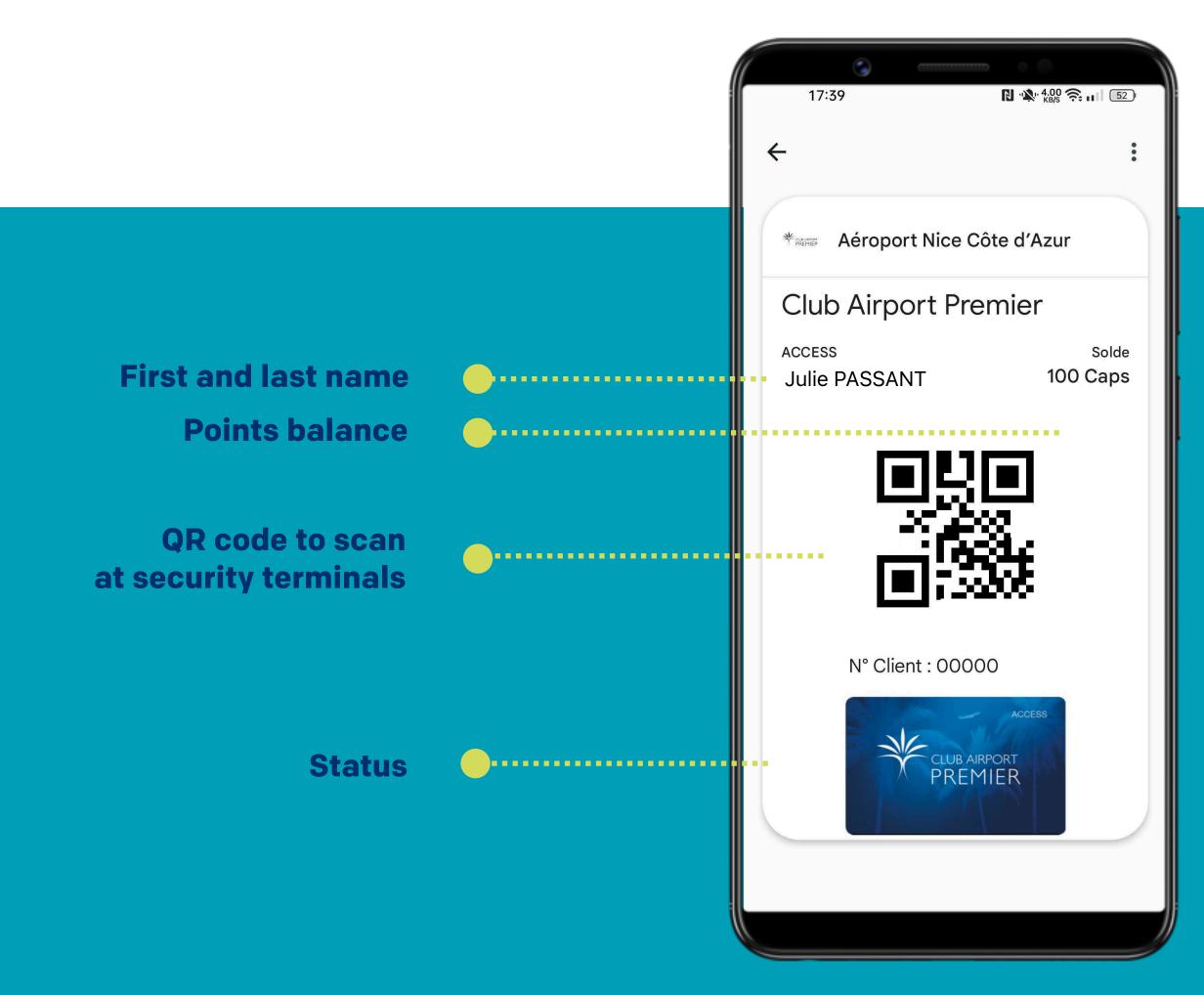
**Application** 

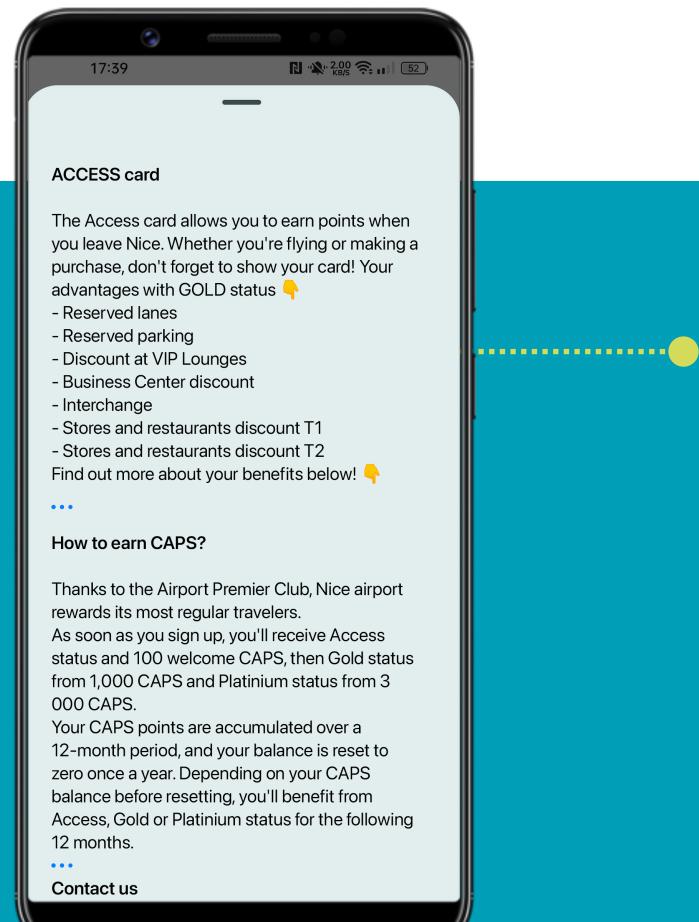
#### 2. The "Club Airport Premier" loyalty wallet card



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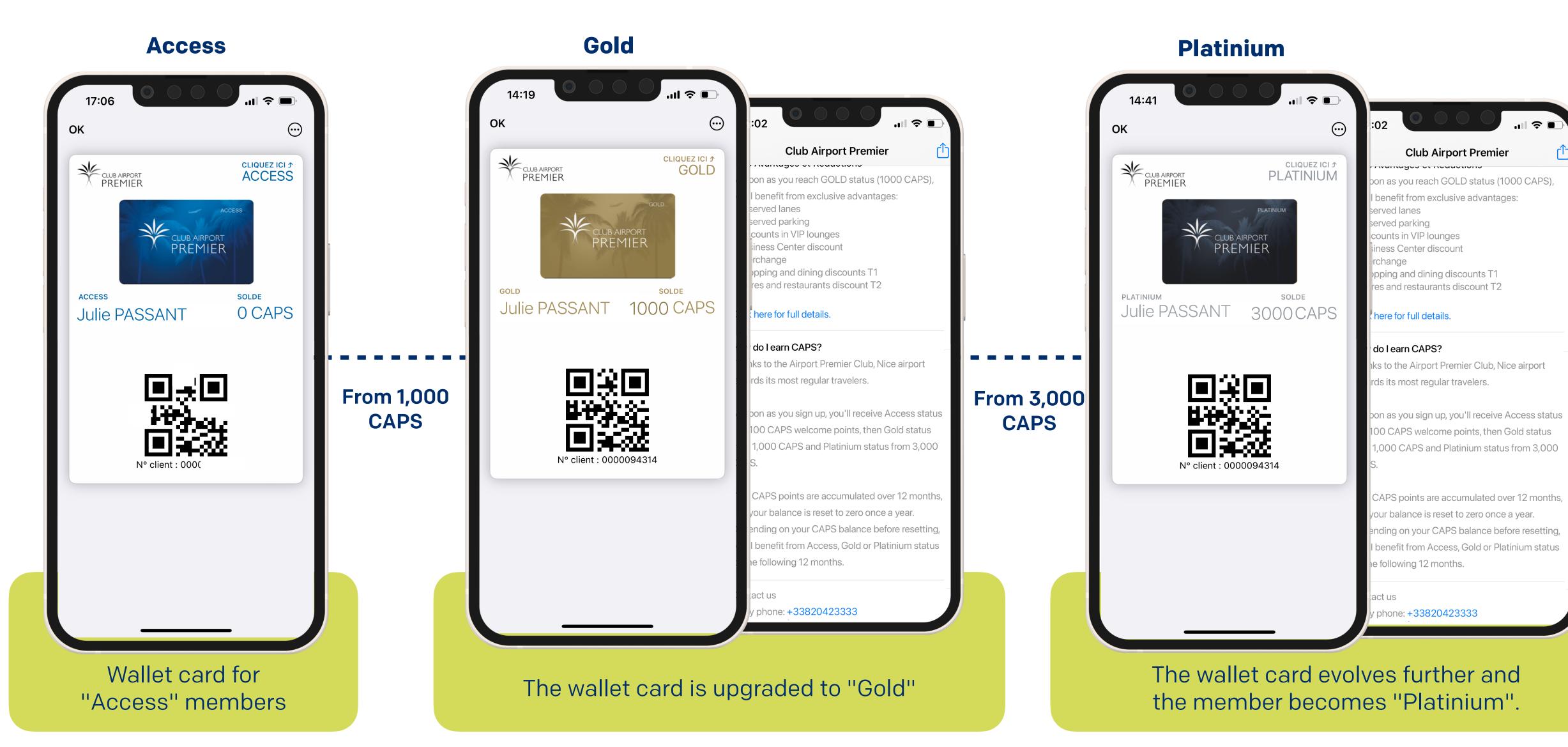




Information on the loyalty program

Recto Verso

#### 2. Wallet loyalty card adapts to the program

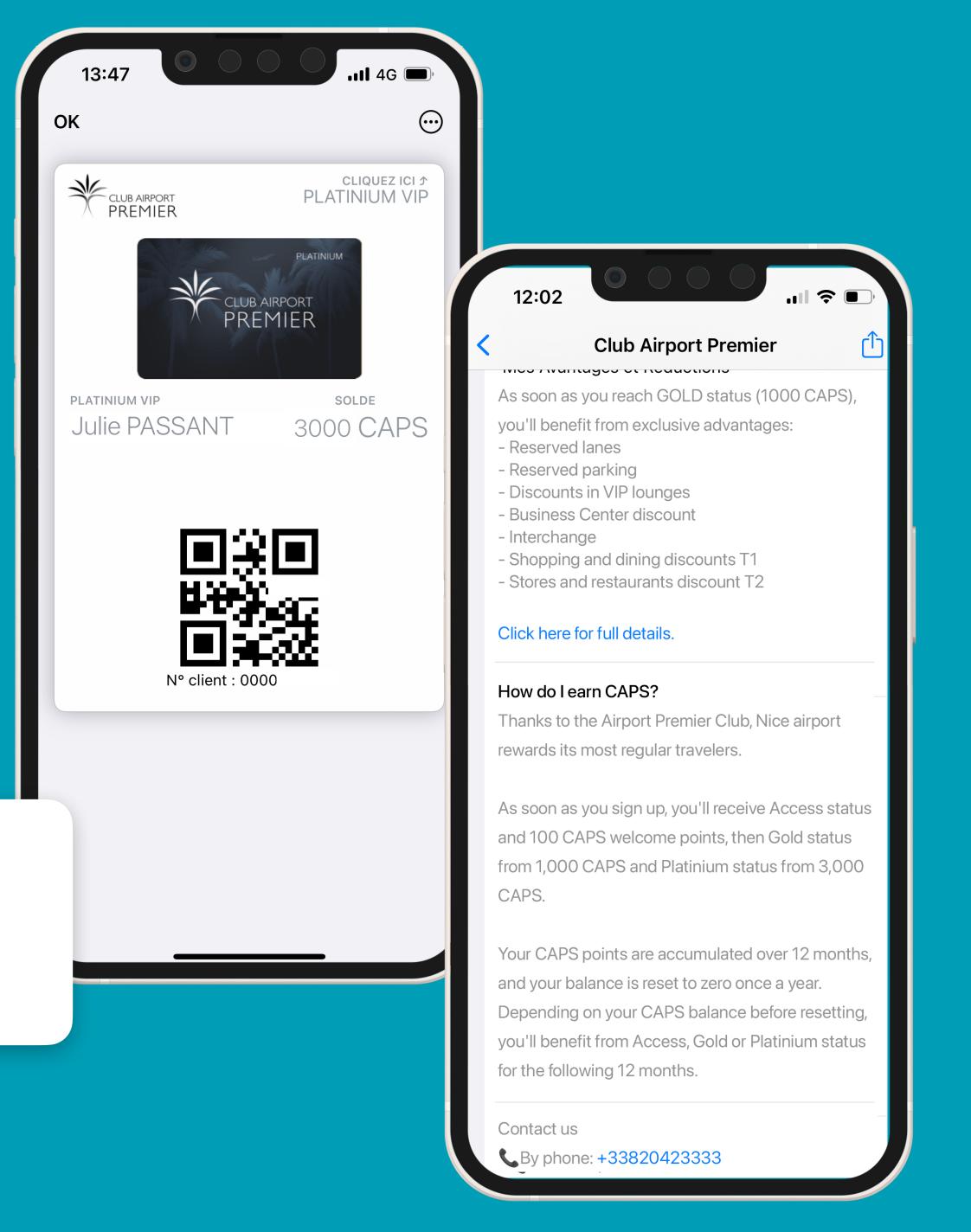


**Club Airport Premier** 

## 2. Wallet loyalty card adapts to the program

"Platinium VIP" status is assigned manually to selected customers.

The VIP premium customers get their card back just like the other customers.

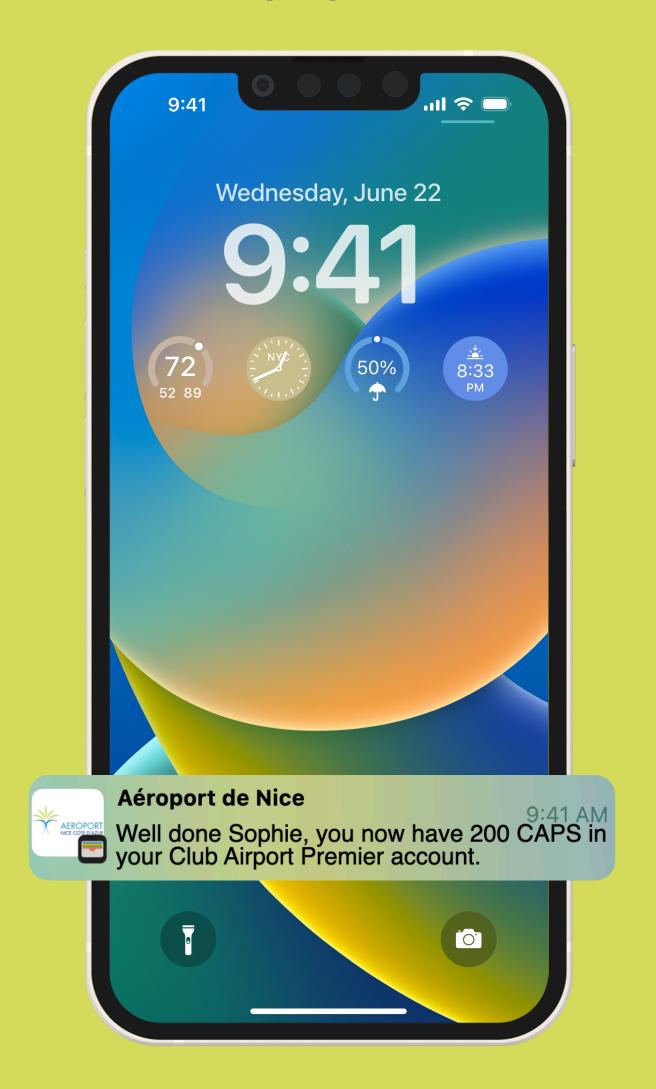


## 3. Aéroport de Nice brings life to its loyalty card via the wallet



**Geolocation-based push notification** 

#### Push notification linked to passenger loyalty data



#### Results

In just 2 months, 20% of the loyalty base clients has digitised its card in the wallet.



#### Captain Wallet digitizes your marketing materials

(Coupon, loyalty card, third-party payment card, invitation, etc.)

in Apple Wallet and Google Wallet. Whatever your goals may be (acquisitions, customer relationships, service, loyalty, contactless, etc.), our experts will help you define and implement a Wallet strategy that is adapted to your company.

Today, more than a hundred major French and international brands use our platform to boost their customer relationships.

**SUPPORT** 

**PERSONALIZATION** 

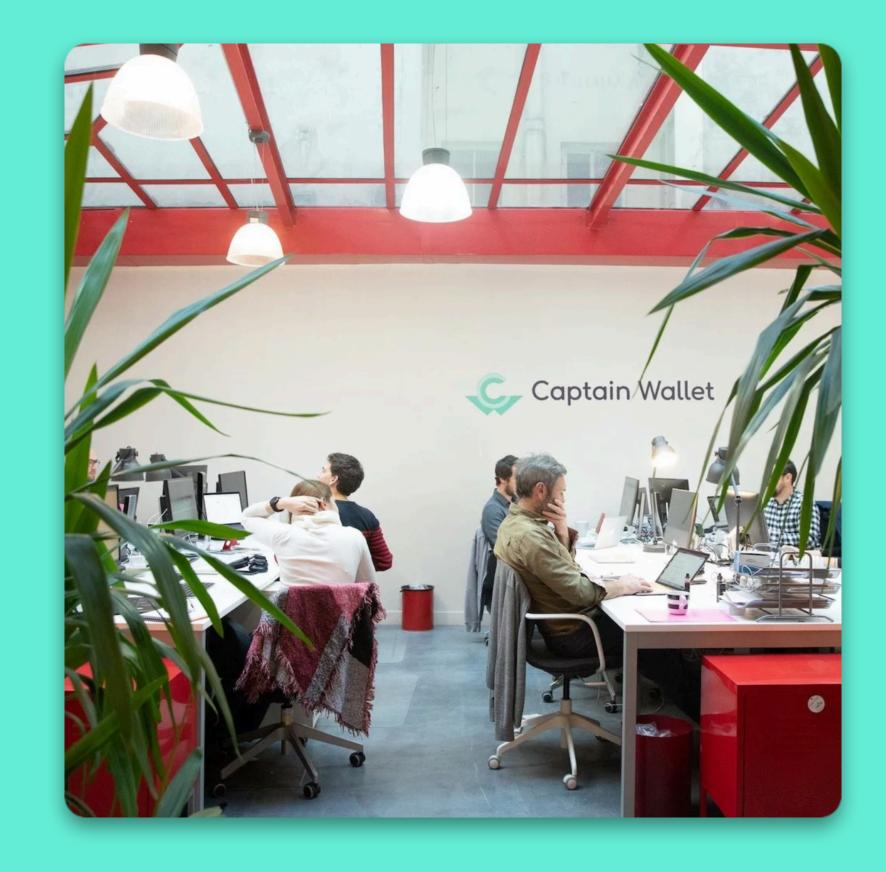
**GEOLOCATION** 

**AUTOMATION** 

**SEGMENTATION** 

### Leader and pioneer

In the field of mobile wallets



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