


Captain Wallet

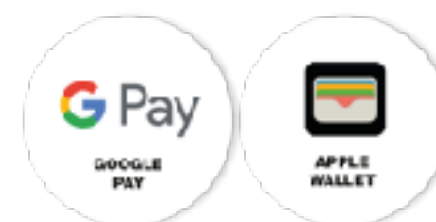


BW | **Best Western®**
Hotels & Resorts



CASE STUDY

**REACTIVATING CUSTOMERS AND BOOSTING
LOYALTY WITH MOBILE WALLET**



ABOUT BEST WESTERN FRANCE



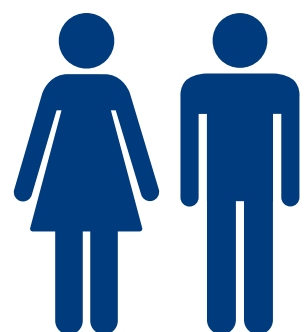
Founded in 1946, internationally



Largest network of independent hotels in France



4,700 hotels around the world, including around 300 in France



A hotel offer adapted to leisure customers and business travelers



Best Western®



Mélanie Le Livec

Marketing and Communication Director at
Best Western France

"Our basic idea was to simply communicate promotional campaigns via the mobile wallet, and then the health crisis came along. We therefore changed our way of working, and had the idea of using the wallet to meet our goals for coming out of the first lockdown."

- 1 • **Strengthen direct distribution on Best Western France channels**
- 2 • **Develop a digital touchpoint as a recovery plan solution**
- 3 **Effectively communicate offers from the Best Western Rewards® loyalty club to our most loyal customers**



HOW DOES BEST WESTERN FRANCE USE THE MOBILE WALLET



Best Western®

Choice of wallet

As an effective recovery plan

The wallet allows us to

- **Ensure we are in our customers' thoughts** without being too intrusive by sending personalized notifications.
- **Encourage direct booking** on the bestwestern.fr website by communicating loyalty club offers.
- **Develop an additional point of contact** among the traditional channels.

Best Western®



Choice of wallet

As an effective recovery plan



Main focuses of the recovery plan

- **Bringing loyalty club offers to life and communicating** them by sending push notifications.
- **Reactivating inactive customers** and those at risk of churn: pushing offers aimed at this segment.
- **Customer retention:** keeping the “super customers,” i.e., those with the highest turnover/customer.

HOW DOES IT WORK?



The customer creates their digital loyalty card via any communication medium with a CTA encouraging them to add the card to their wallet

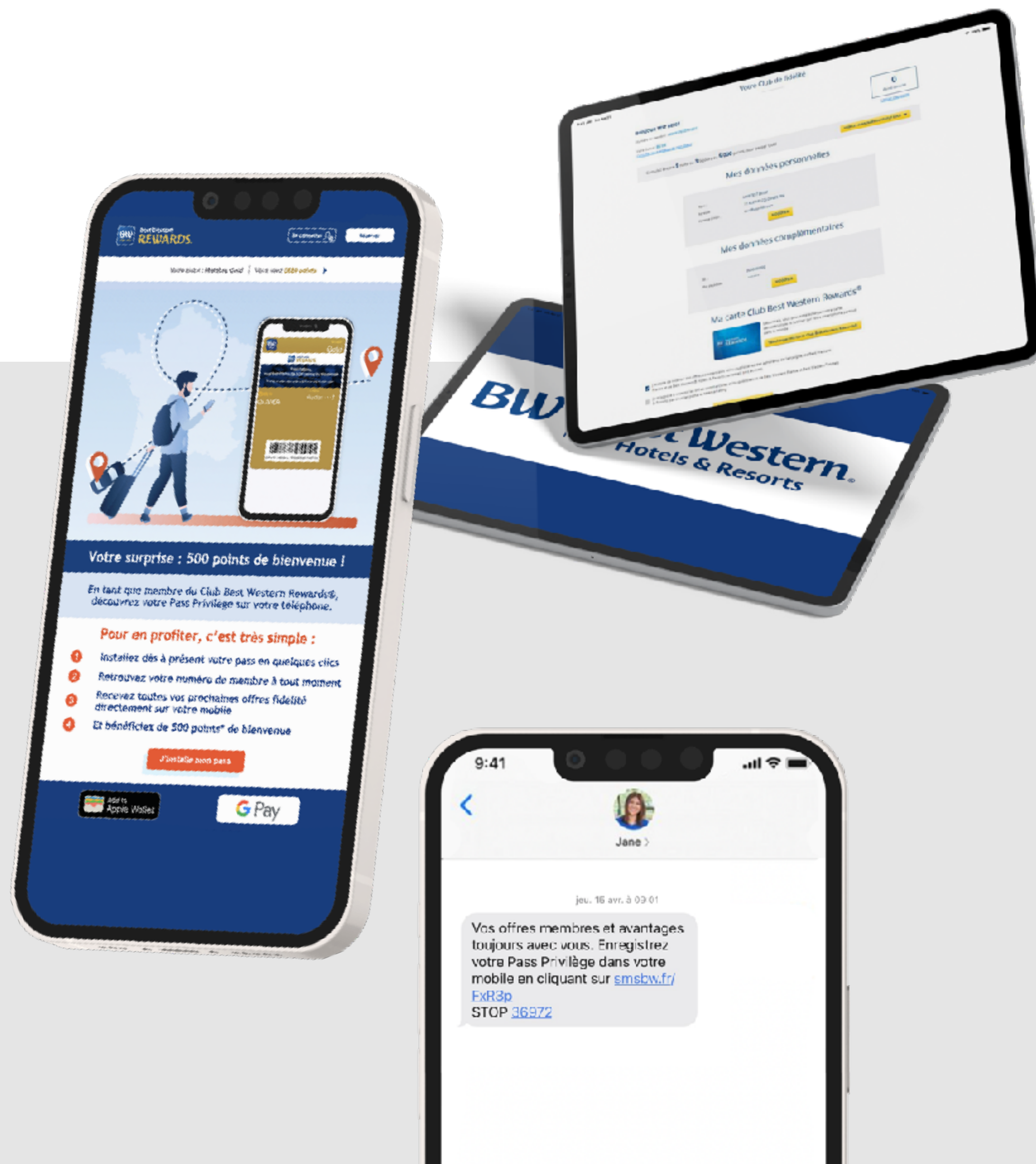


The wallet card is downloaded to the customer's mobile device



The card is promoted and updated, and personalized notifications are sent to customers

CUSTOMER DATABASE



An important step that aims to maximize the number of walletized customers. All communication media can be used for this purpose. Captain Wallet provides a link that can be dropped behind a button or QR code.

Best Western France levers

Confirmation email for booking made on bestwestern.fr

Dedicated SMS

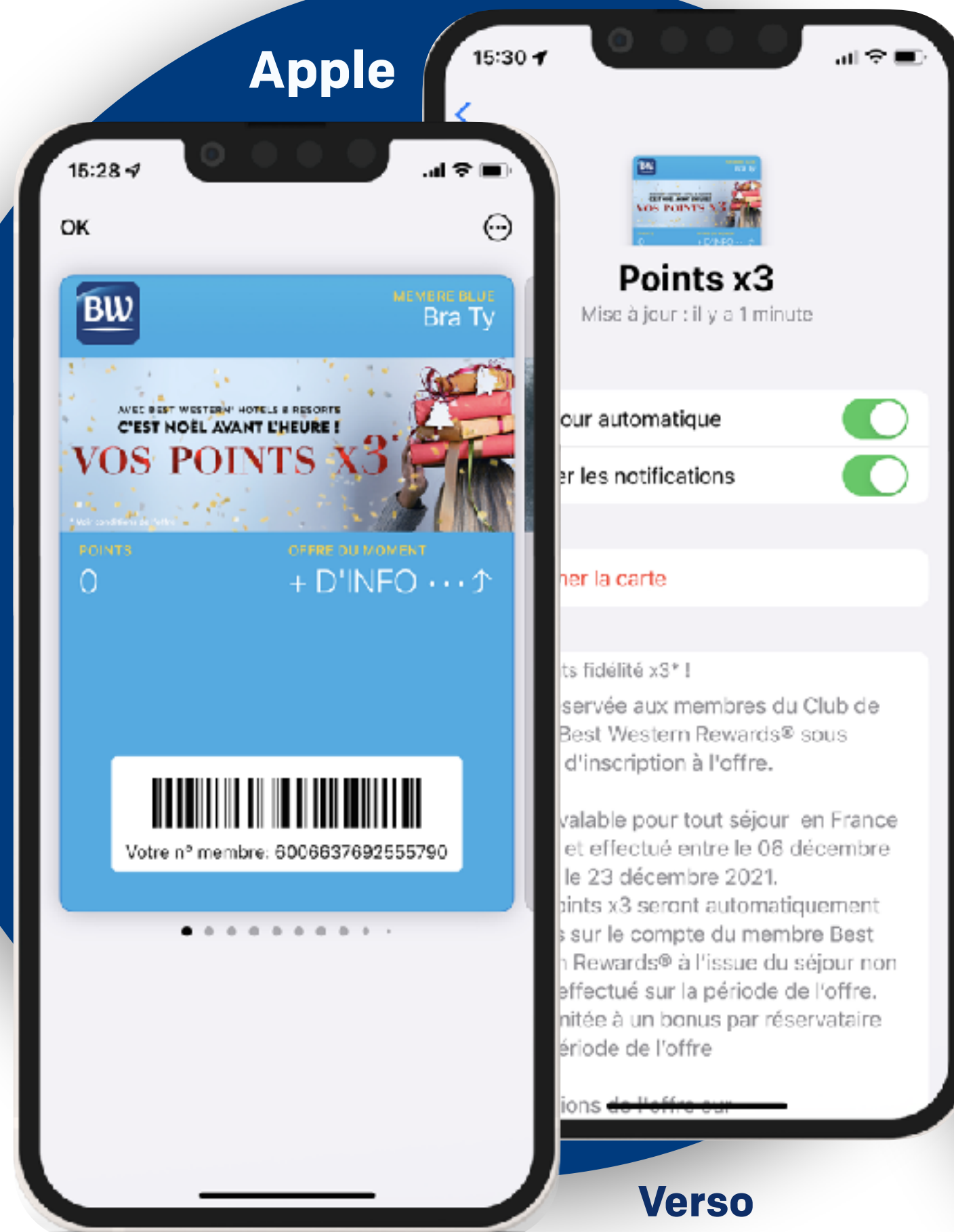
Dedicated email

Customer space

Thank you email

THE ANIMATION

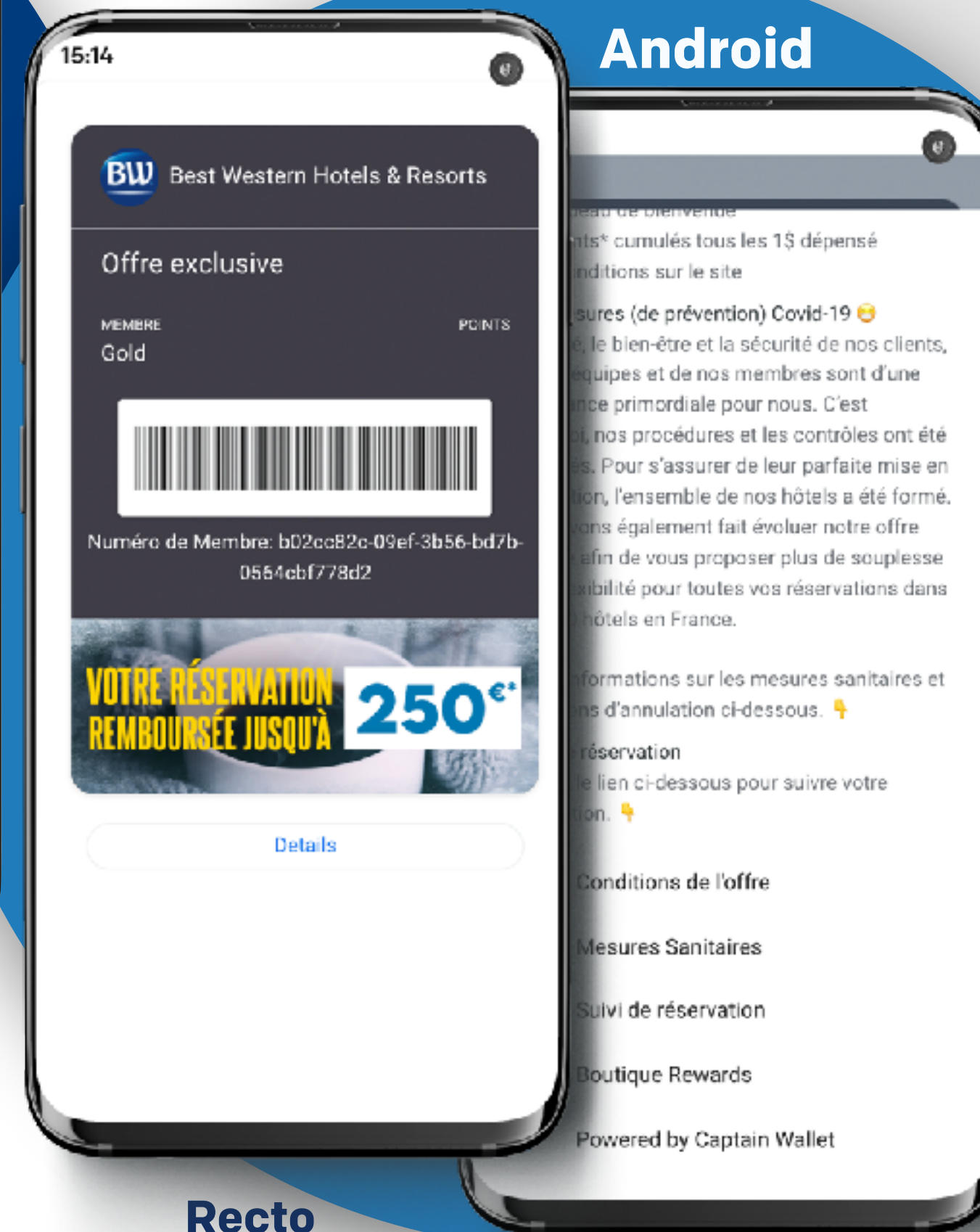
Apple



Recto

Verso

Android



Recto

Verso

The Best Western France loyalty card is available for Apple and Android.

The hotel group schedules its campaigns at a rate of around ten campaigns across the year depending on promotional operations.

ANIMATE THE CARD THROUGHOUT THE MEMBERSHIP PROGRAM

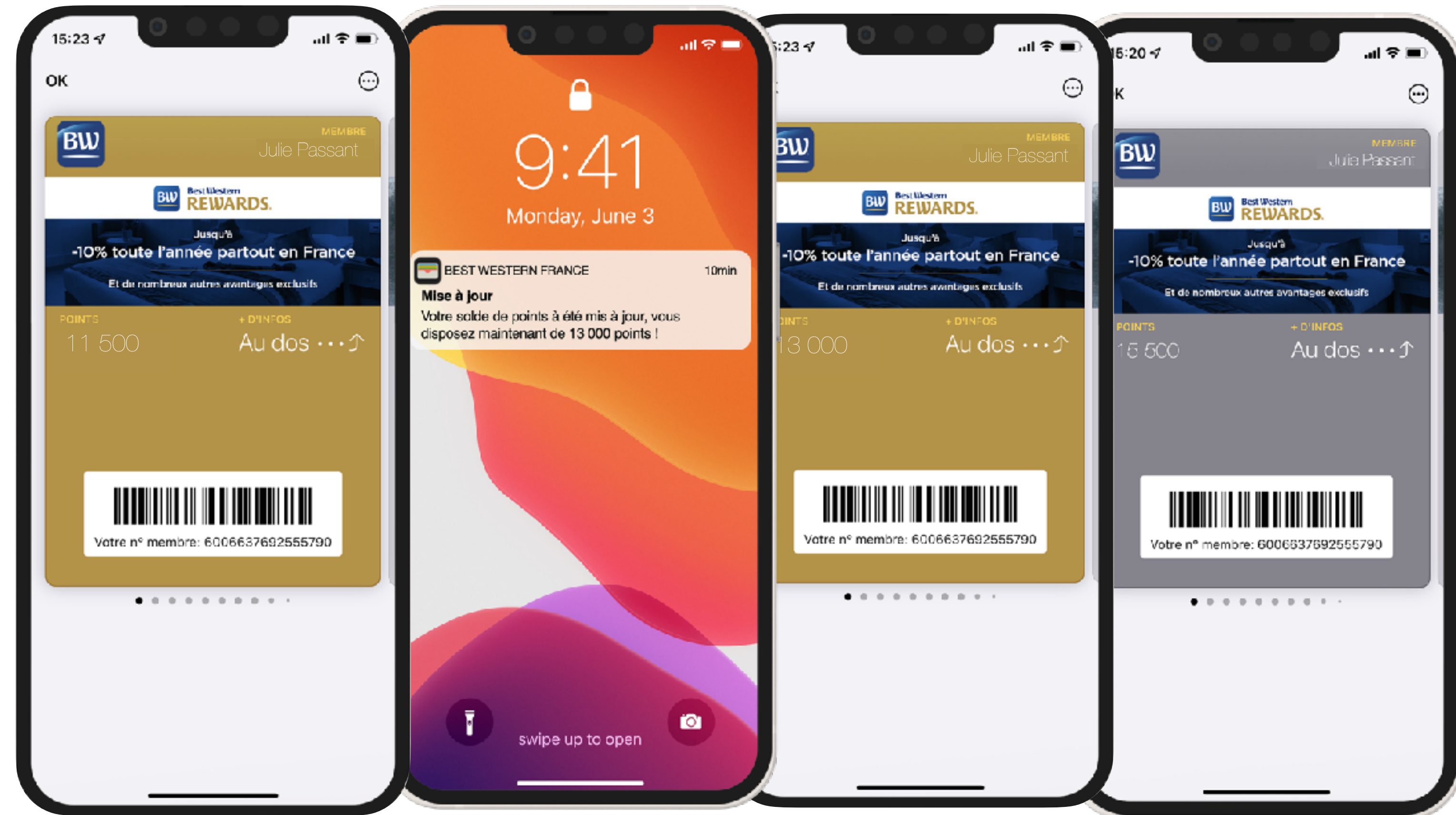


Best Western has decided to enrich the program with more “service-based” notifications related to the customer lifecycle.



The mobile wallet reduces commercial pressure compared to emails and sends a single message.

Goal: to allow as many customers as possible to discover their new points balance and other profile information quickly and efficiently.



Notification received when the customer earns points

Automatic update of points balance

15,000 points earned: the card changes to Platinum

BRINGING THE LOYALTY CARD TO LIFE THROUGH OFFERSET AND COMMUNICATING THEM VIA NOTIFICATIONS



Benefit offer

Best Western France uses the mobile wallet to communicate news and promotions throughout the year. Communications are sent to a specific customer segment or to the entire customer base.



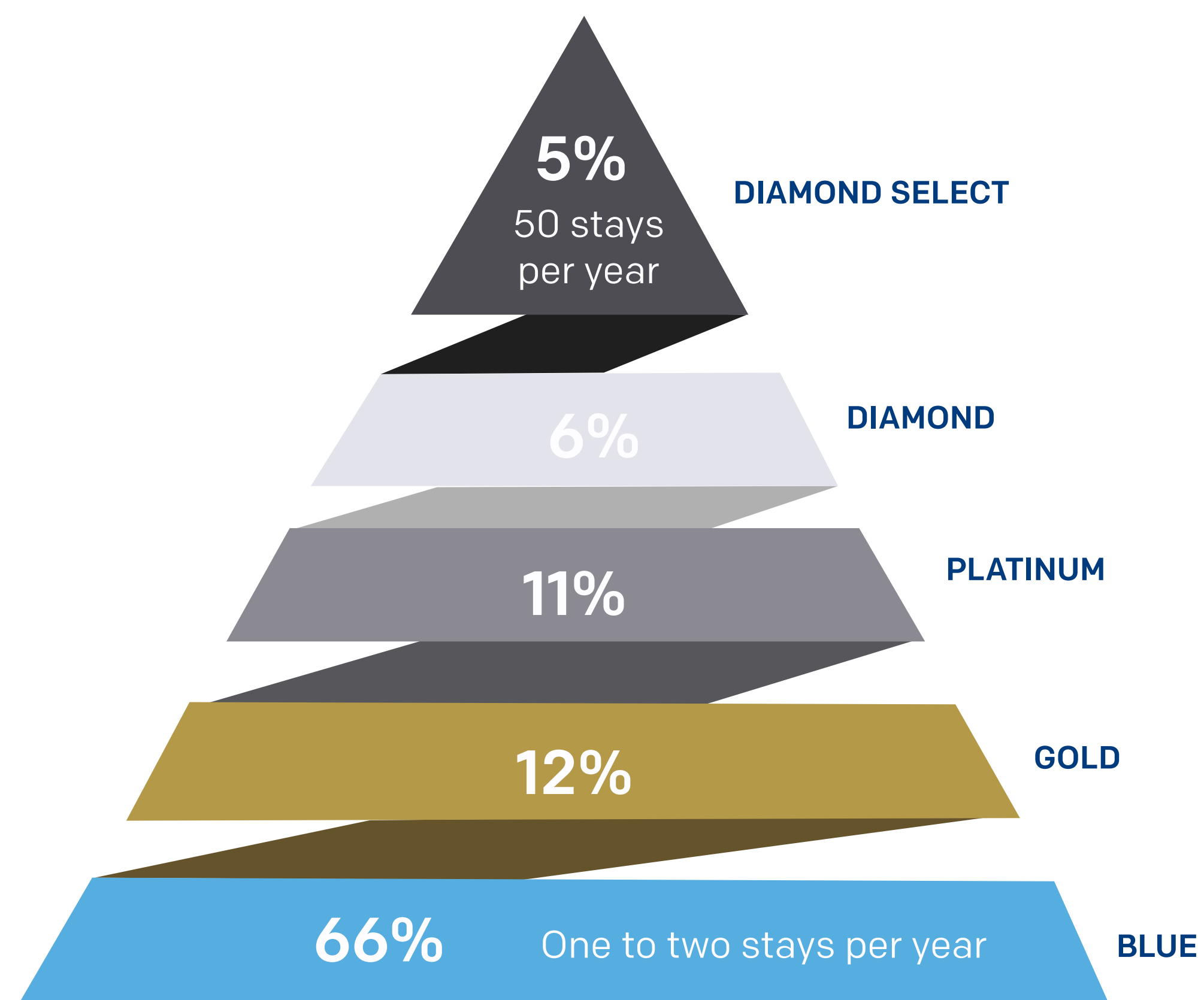
Refund offer



WHO USES THE BEST WESTERN REWARDS® LOYALTY CARD?

BREAKDOWN OF MOBILE WALLET USERS BY STATUS

Customers with Diamond Select status represent a very small proportion of the customer base. With a **wallet opt-in rate of 5%**, it is the most loyal customers who embed the wallet in their mobile devices the most



THE WALLET : A SPECIAL CHANNEL OF COMMUNICATION

For Diamond and Diamond Select status members

Best Western France favors mobile wallet to promote its offers. The reach rate is much higher than other channels for this customer segment.

Among Diamond and Diamond Select status members

72%
wallet opt-in

65%
SMS opt-in

43%
email opt-in

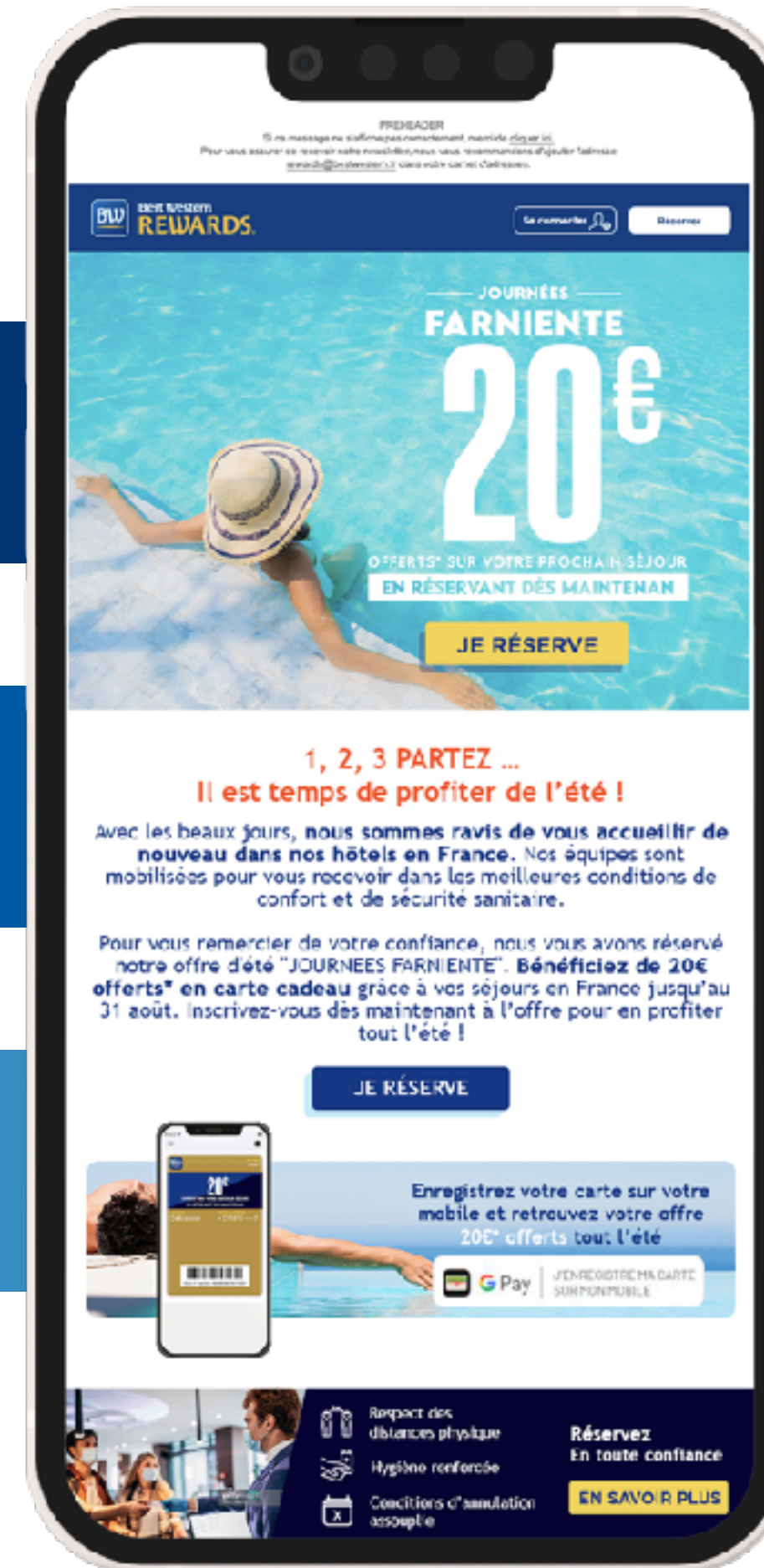


REACTIVATION OF INACTIVE CUSTOMERS

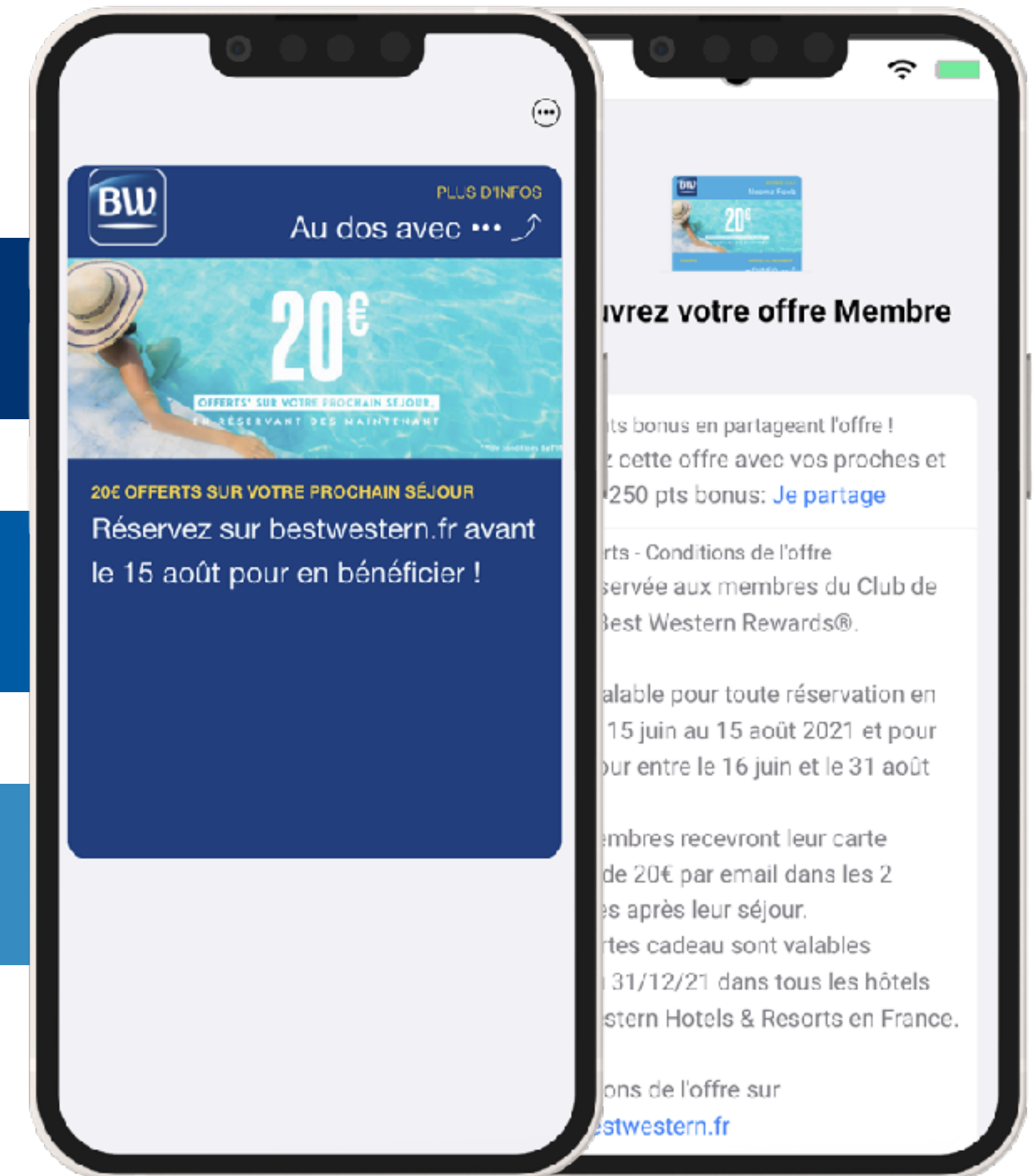
Specific promotional campaign to target churn customers and those who have been inactive for 18 months

54% of which had not stayed with Best Western France for more than 18 months

14% of these customers made a new purchase



Email sent to inactive customers



Offer downloaded to the wallet of inactive customers

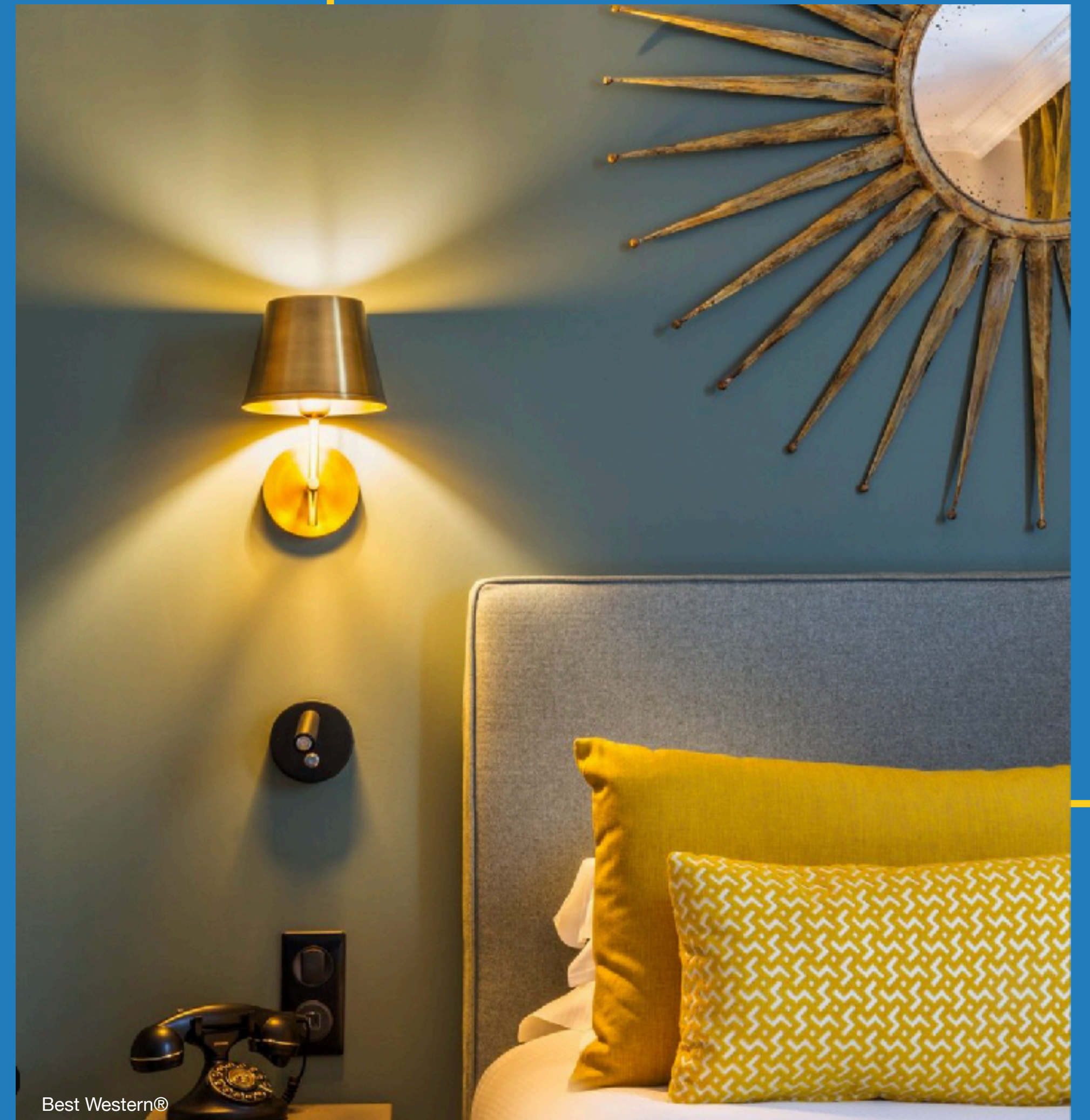
THE WALLET MEETS BEST WESTERN

FRANCE'S OBJECTIVES

Effective recovery plan driven by the regular sending of exclusive Best Western Rewards® offers

Successful reactivation of customers thanks to a promotional offer targeting inactive customers on mobile wallet

A special digital channel, especially for "super customers"



NEXT STEPS

1 Personalize the customer journey, with a more customer experience-oriented approach

2 Establish a more lasting relational link over time with “super customers”

3 Find their booking in their wallet

4 Be able to open their room door using a mobile key in their wallet

WATCH OUR WEBINAR WITH BEST WESTERN FRANCE



WEBINAR

BW | Best Western.
Hotels & Resorts

**Le cas Best Western France : réactiver
ses clients et booster la fidélisation
avec le wallet mobile**

Mélanie Le Livec
Directrice Marketing & communication
Chez Best Western France

**REACTIVATING CUSTOMERS AND BOOSTING
LOYALTY WITH MOBILE 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



Contact Us