



# Mobile Wallet in the Luxury Sector

Use Case and Examples



Discover the 4 mechanisms used  
by the finest luxury brands with  
Captain Wallet.

Authentication Certificate  
on the Mobile Wallet

Warranty on the  
Mobile Wallet

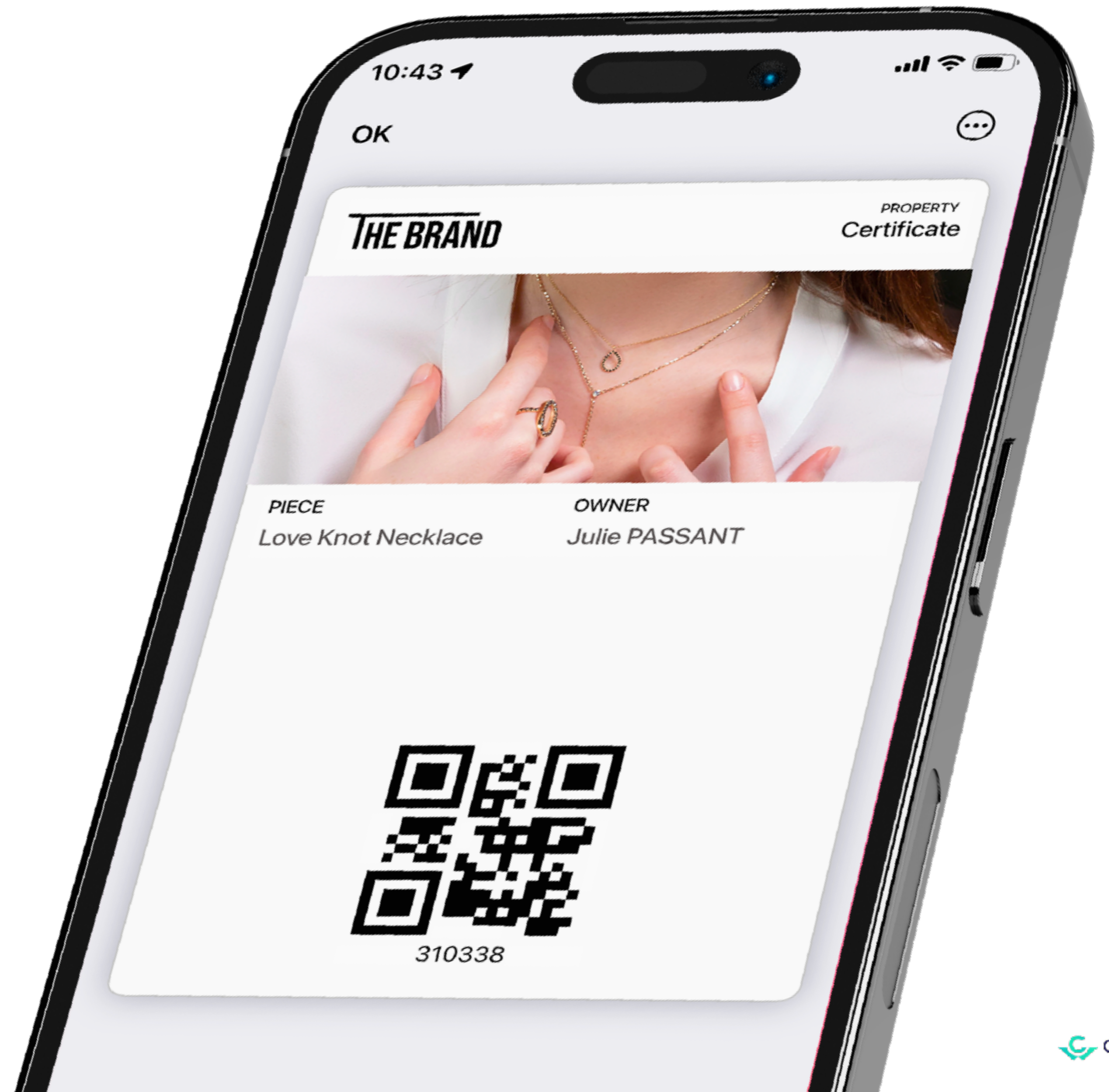
Invitations and e-Reservations  
on the Mobile Wallet

Loyalty Card on the  
Mobile Wallet

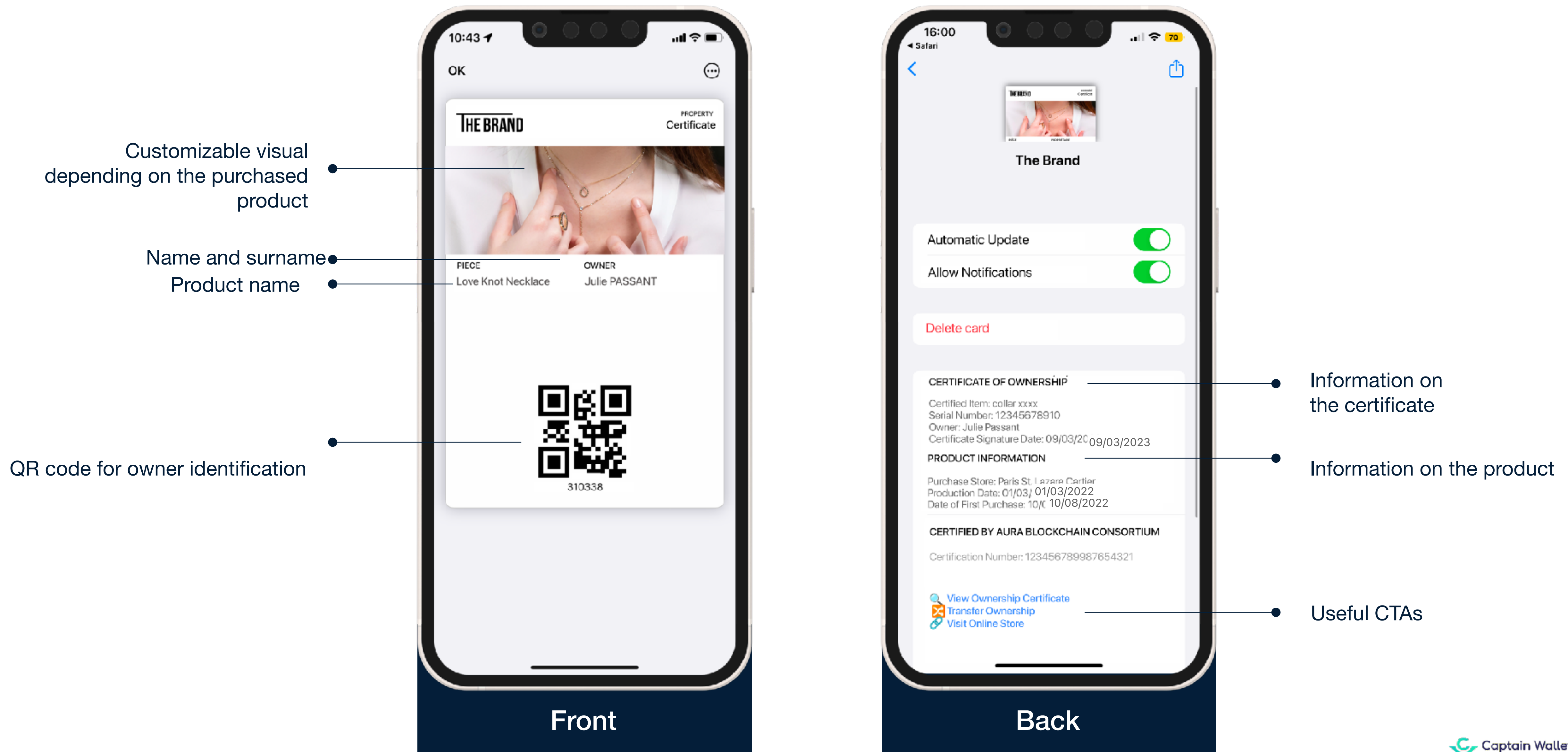




# Authentication Certificate on the Mobile Wallet



# The Authentication Certificate on the Mobile Wallet





# Why Offer the Authentication Certificate on the Mobile Wallet?

## For Your Clients:

**Have the authentication certificate  
in their wallet**

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**Claim product ownership**

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**Be identified in-store via the QR code**

---

**Transfer ownership for second-hand sales**

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# Why Offer the Authentication Certificate on the Mobile Wallet?

## For Your Brand

**Ensure the authenticity of certificates issued**

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**Verify product traceability**

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**Offer clients a new way to  
authenticate their products**

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**Limit the sale of counterfeit items  
through the Aura blockchain**

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**Quickly identify clients in-store**

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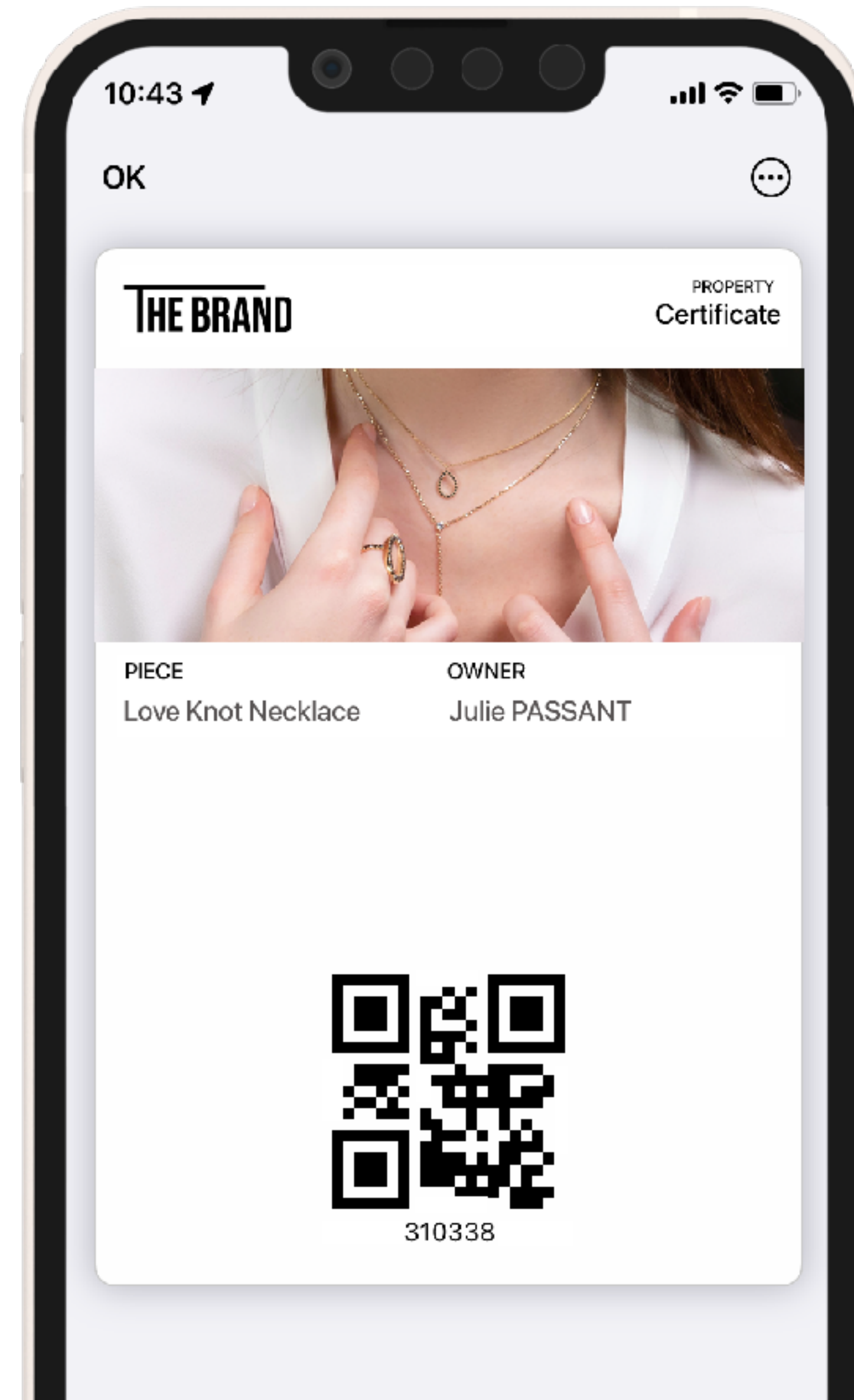




# The authentication certificate on the mobile wallet via Aura Blockchain Consortium.

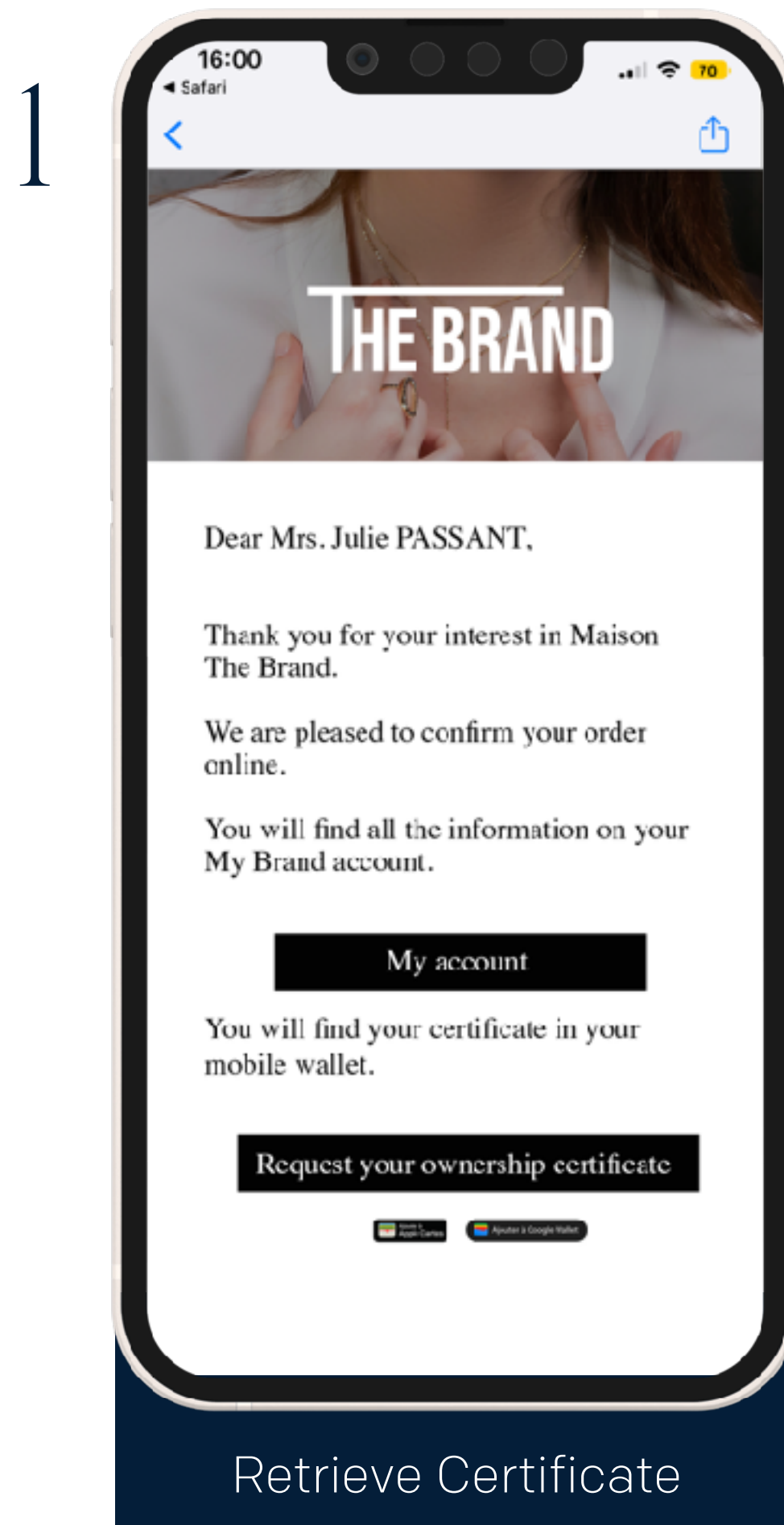


Offer your clients a secure, traceable, and transferable authentication certificate for each purchased item.





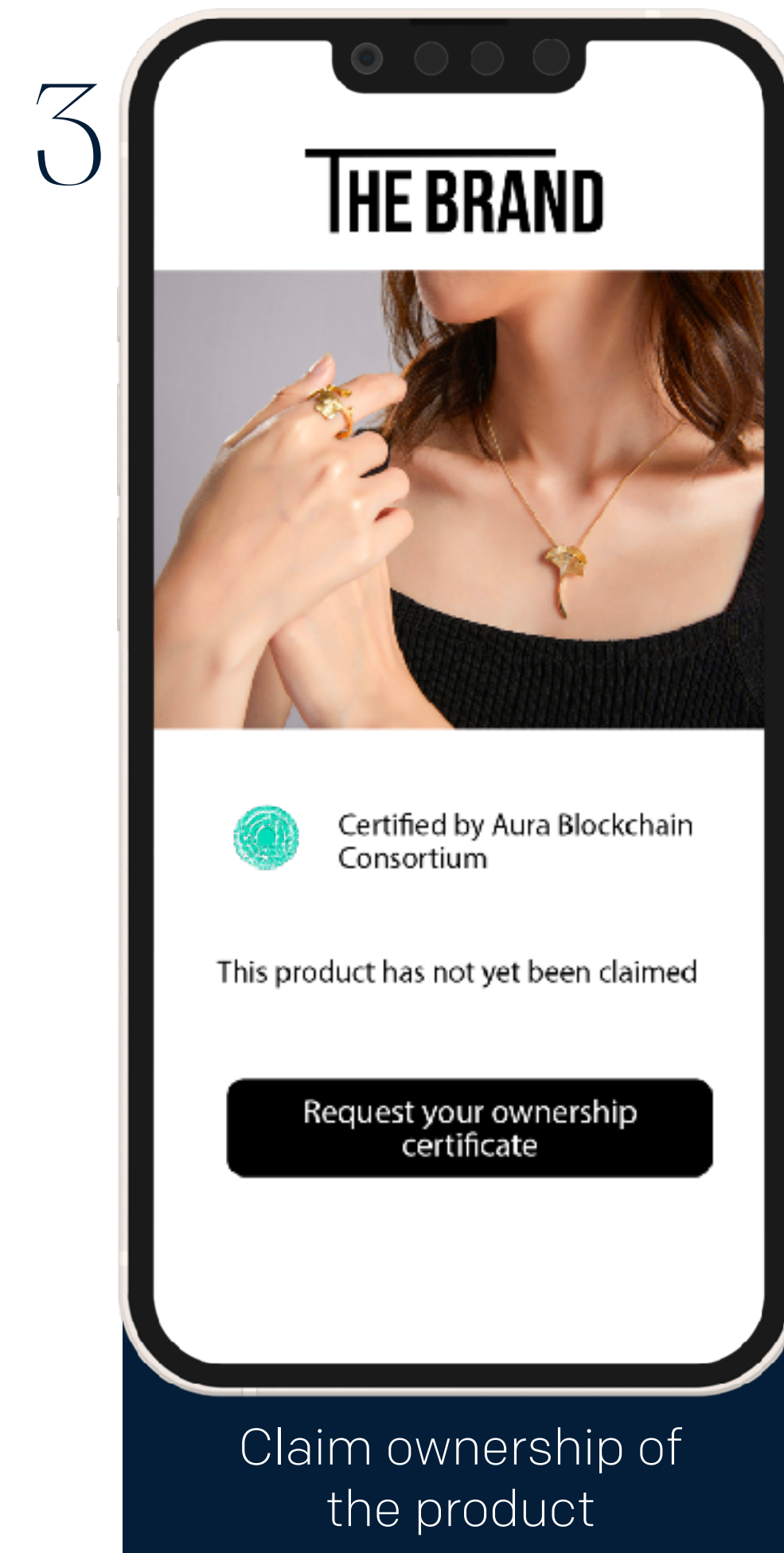
# How to Digitize Your Certificate via Aura?



The client can retrieve their certificate after scanning their QR code or clicking in the corresponding email.



The client accesses a landing page to find information and ownership status of their purchase.



The client can claim product ownership and certificate creation.



# How to Digitize Your Certificate via Aura?

1

15:20 91

THE BRAND

ALREADY REGISTERED? CREATE YOUR ACCOUNT

If you are already registered ·

Email address\* Required field\*

Password\*

[Forgot your password?](#)

Read the [Privacy Policy](#) for further information

LOGIN

Connexion

Existing identification information entry or account creation.

2

Enter the property authentication PIN code:

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Certificate validation

Enter a unique PIN code to validate product ownership.

3

THE BRAND

Certified by Aura Blockchain Consortium

The ownership request has been taken into account.

The status will be updated within a maximum of 10 minutes.

Blockchain History:

Date	Events	Status
03/04/2023	Property Registration	Pending
02/18/2023	Certificate Creation	Validated

Validation process

Request status is recorded and processed by Aura Blockchain Consortium.

4

THE BRAND

Name \_\_\_\_\_

Date \_\_\_\_\_

Serial Number \_\_\_\_\_

Download in Wallet

Transfer Ownership

Blockchain History:

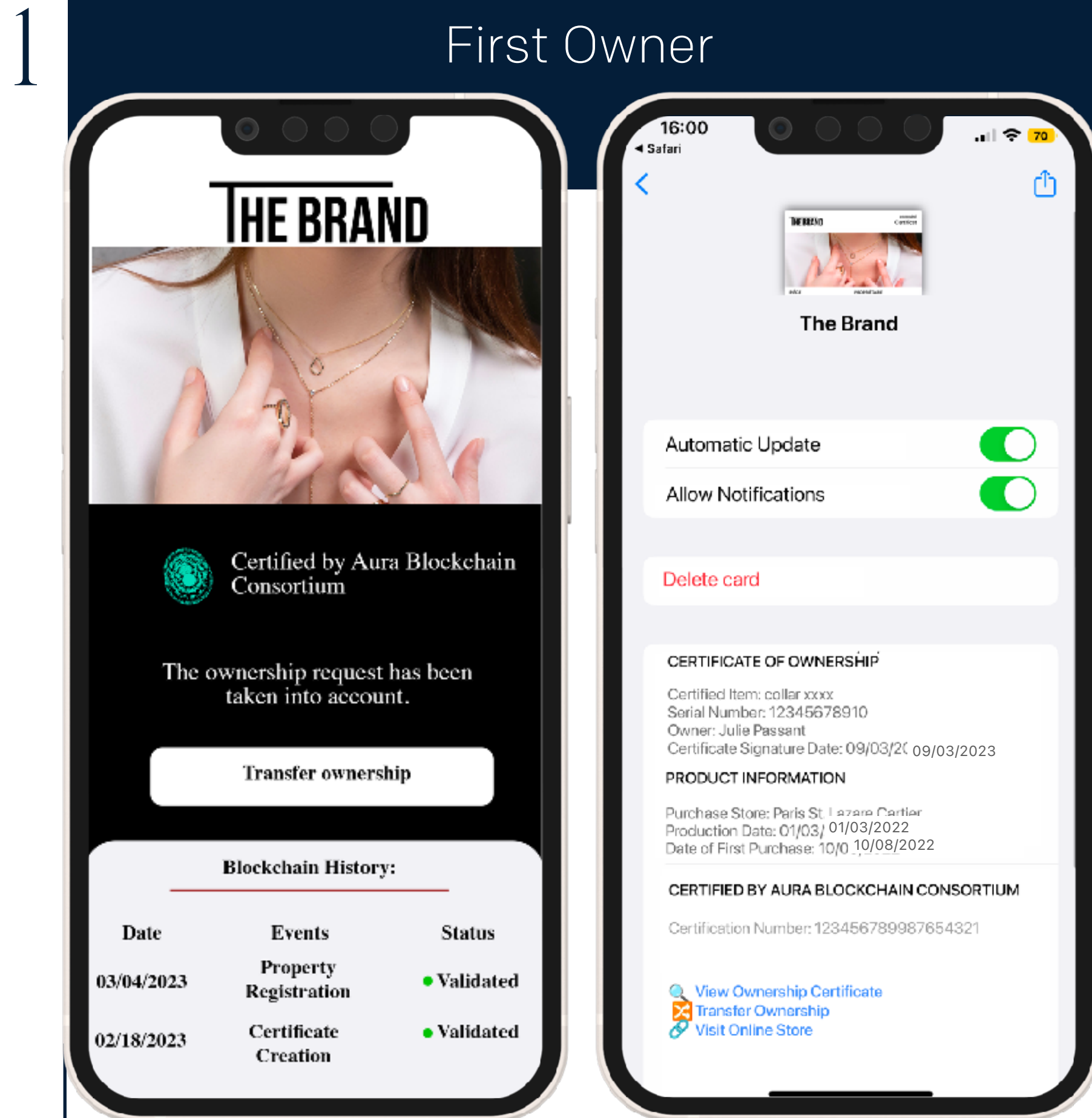
Date	Events	Status
03/04/2023	Property Registration	Validated
02/18/2023	Certificate Creation	Validated

The certificate is available and accessible in the Wallet

Once authenticated and validated, the client can download the certificate into their Wallet.



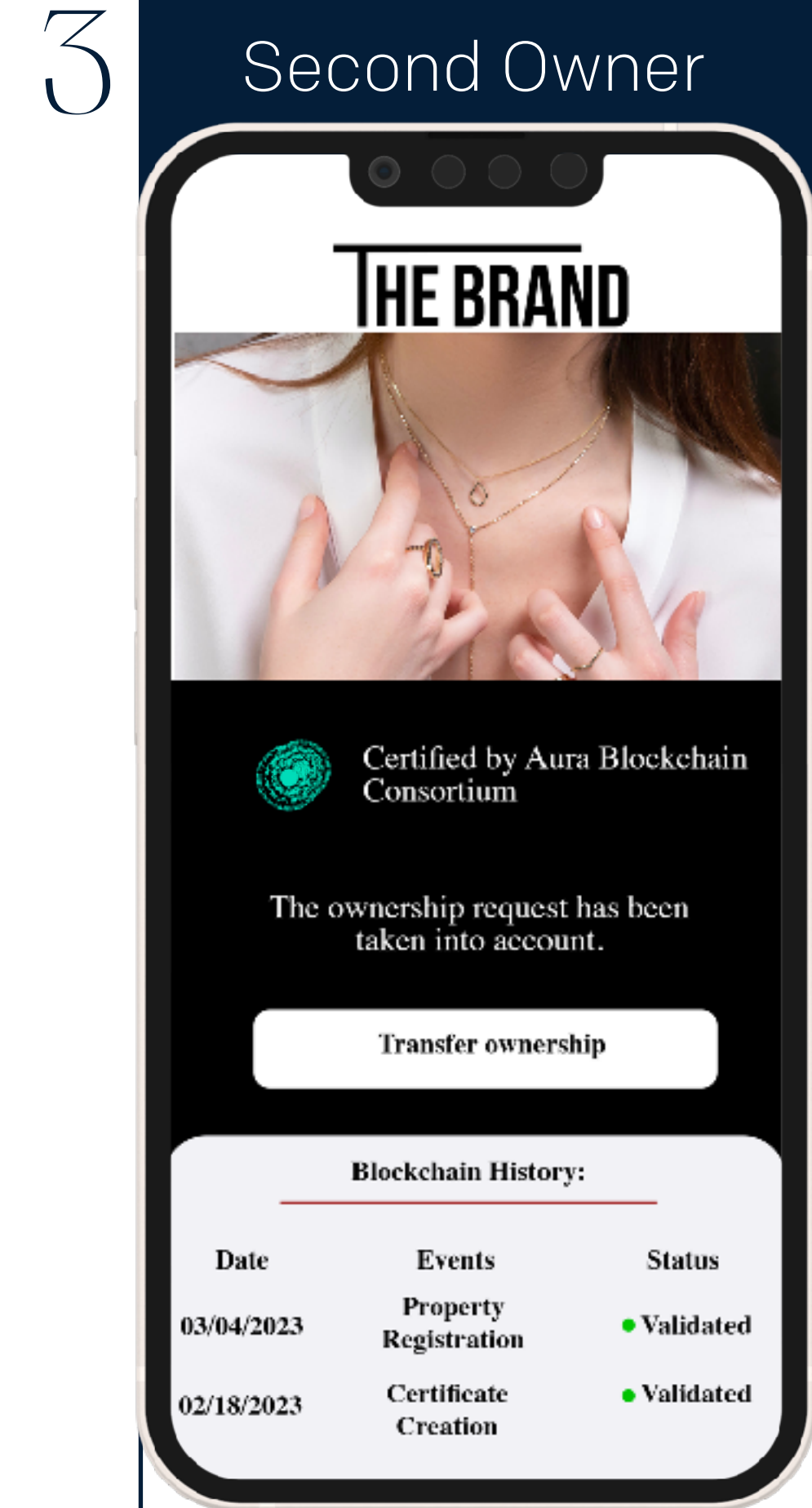
# How to transfer an authenticity certificate to the wallet?



The owner can transfer ownership of the piece from their certificate.



The new owner scans the QR code or receives an email to download the new certificate.

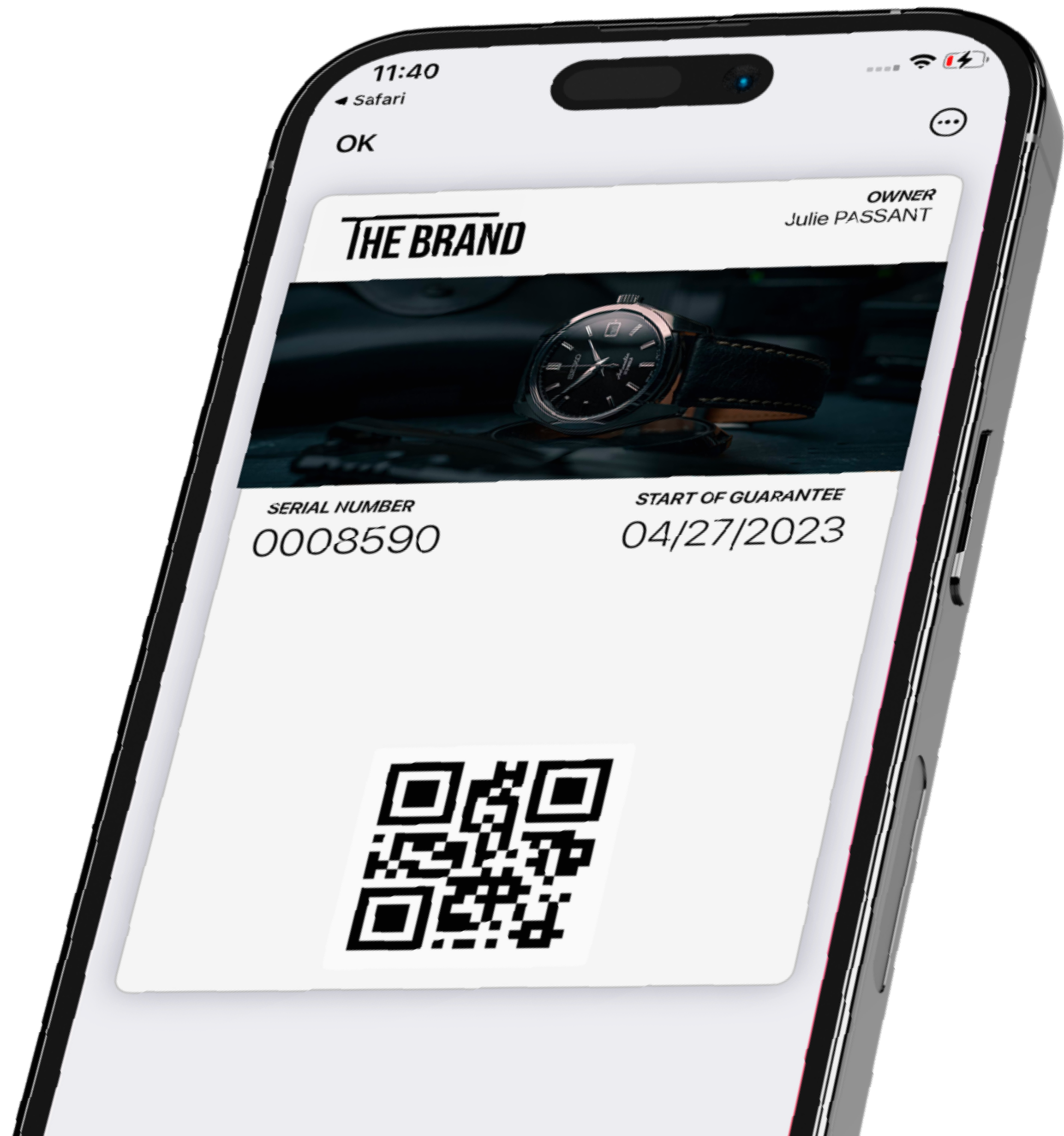


A landing page validates the transfer of ownership.



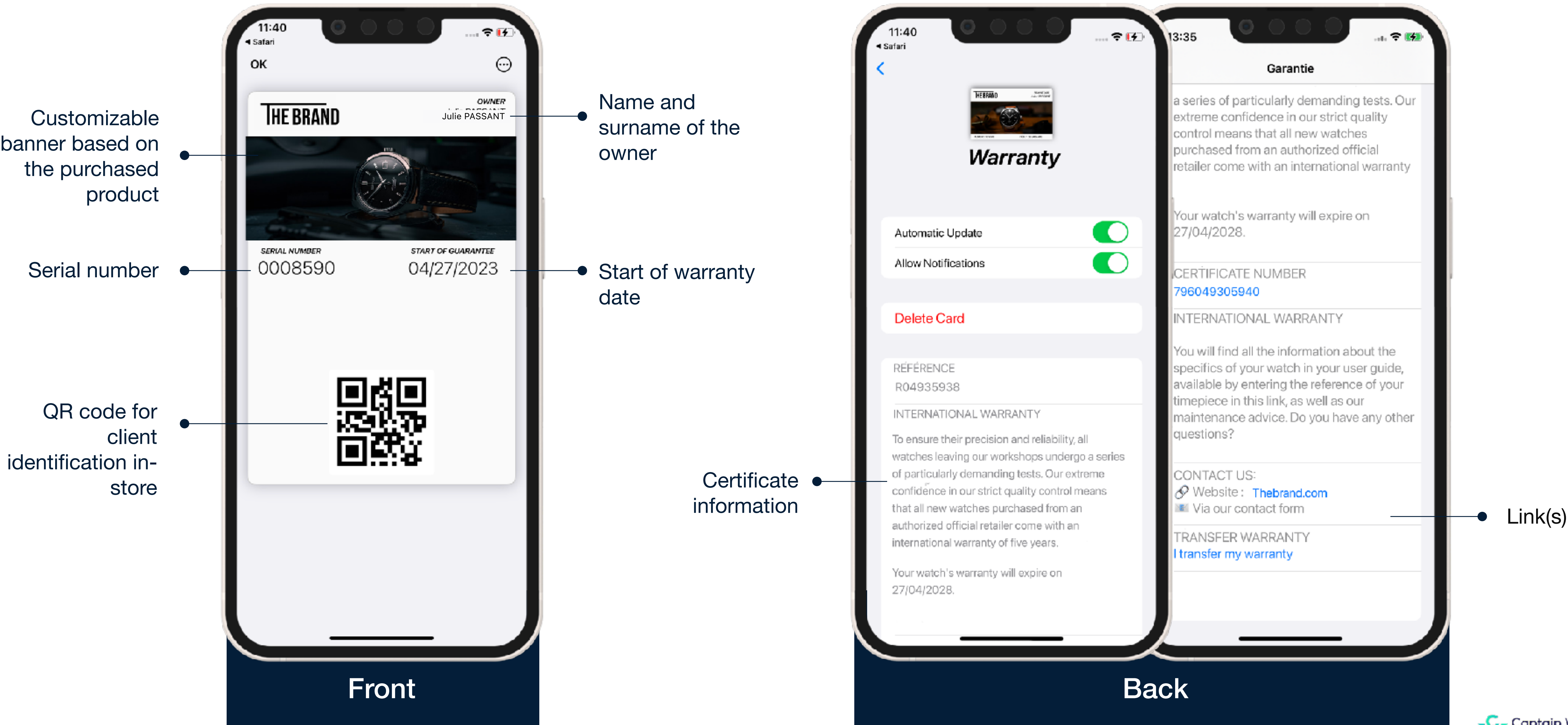
# Warranty

on the Mobile Wallet





# Warranty on the Mobile Wallet





# Why Offer the Warranty on the Mobile Wallet?

## For Your Clients

**Claim product ownership**

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**Be identified in-store via the QR code**

---

**Always have the warranty on hand, in their mobile wallet**

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**Easily and quickly share the warranty for second-hand sales**

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**Be informed about your brand's news**

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# Why Offer the Warranty on the Mobile Wallet?

## For your Brand

**Provide a premium customer experience**

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**Offer clients a new way to enjoy their warranty**

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**Quickly identify clients in-store**

---

**Create a new relational channel through push notifications**

---

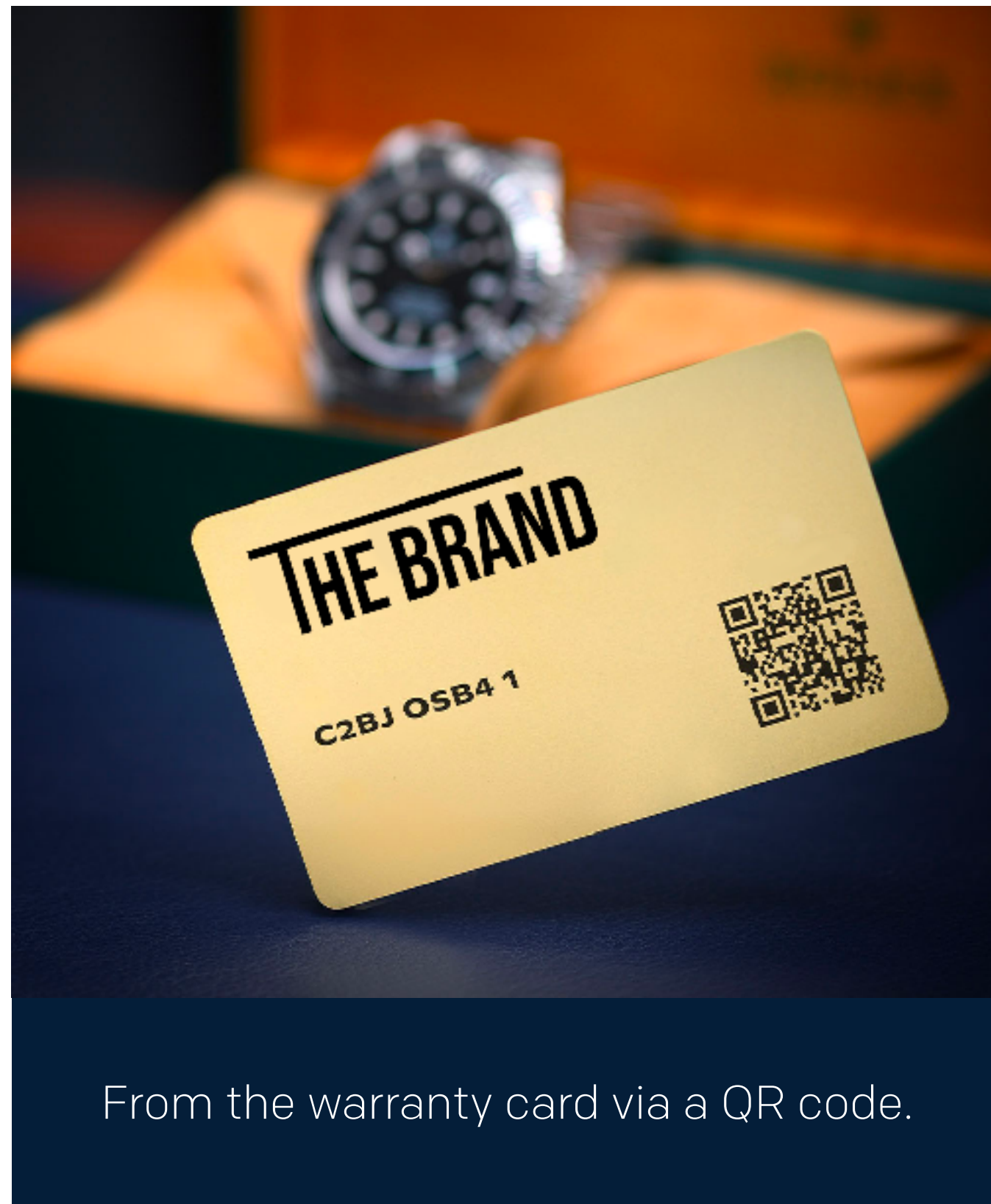
**Identify second-hand clients**

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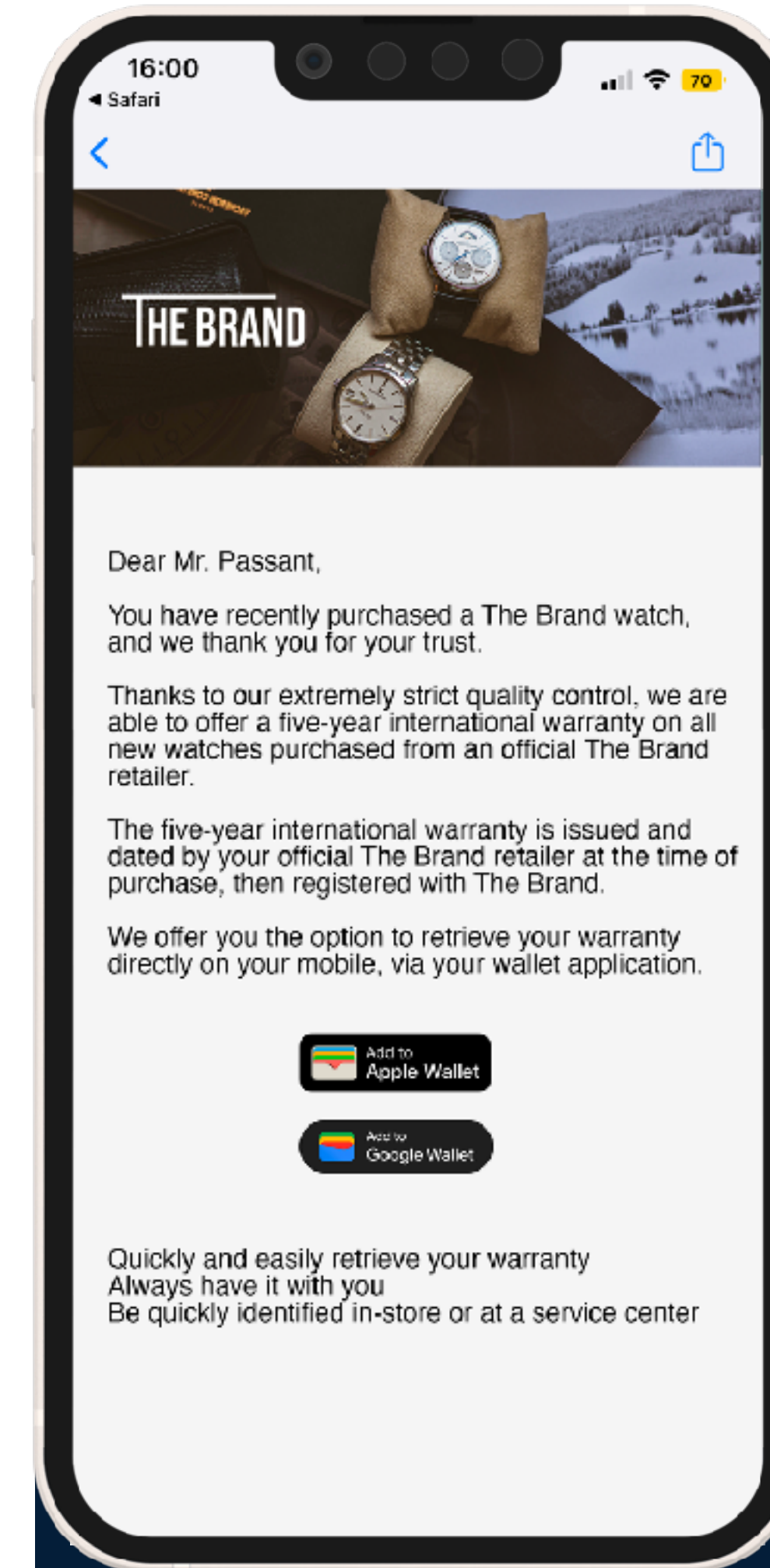




# How to Retrieve Warranty in Mobile Wallet?



From the warranty card via a QR code.

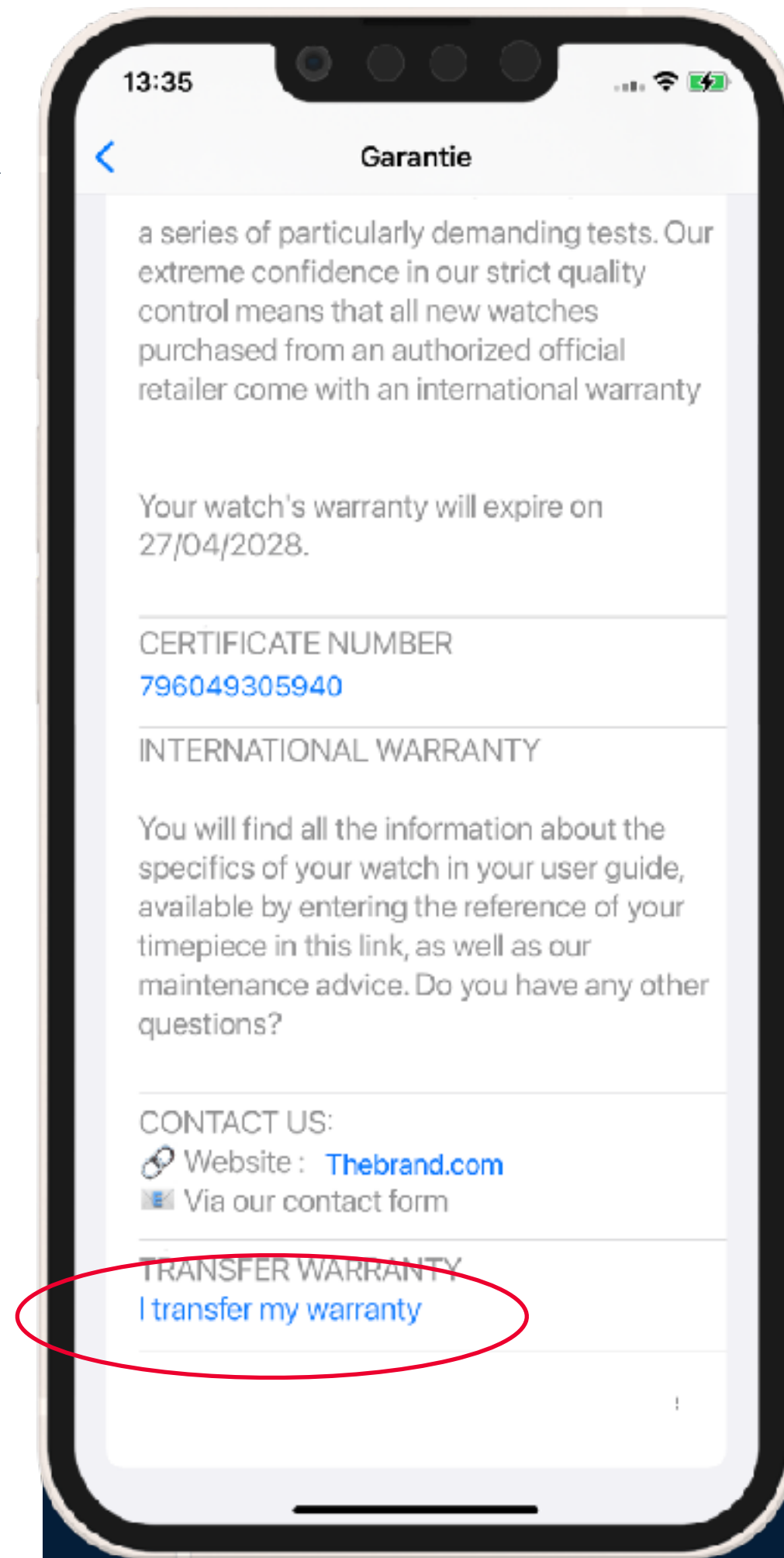


From an email proposing the digitalization of the warranty.



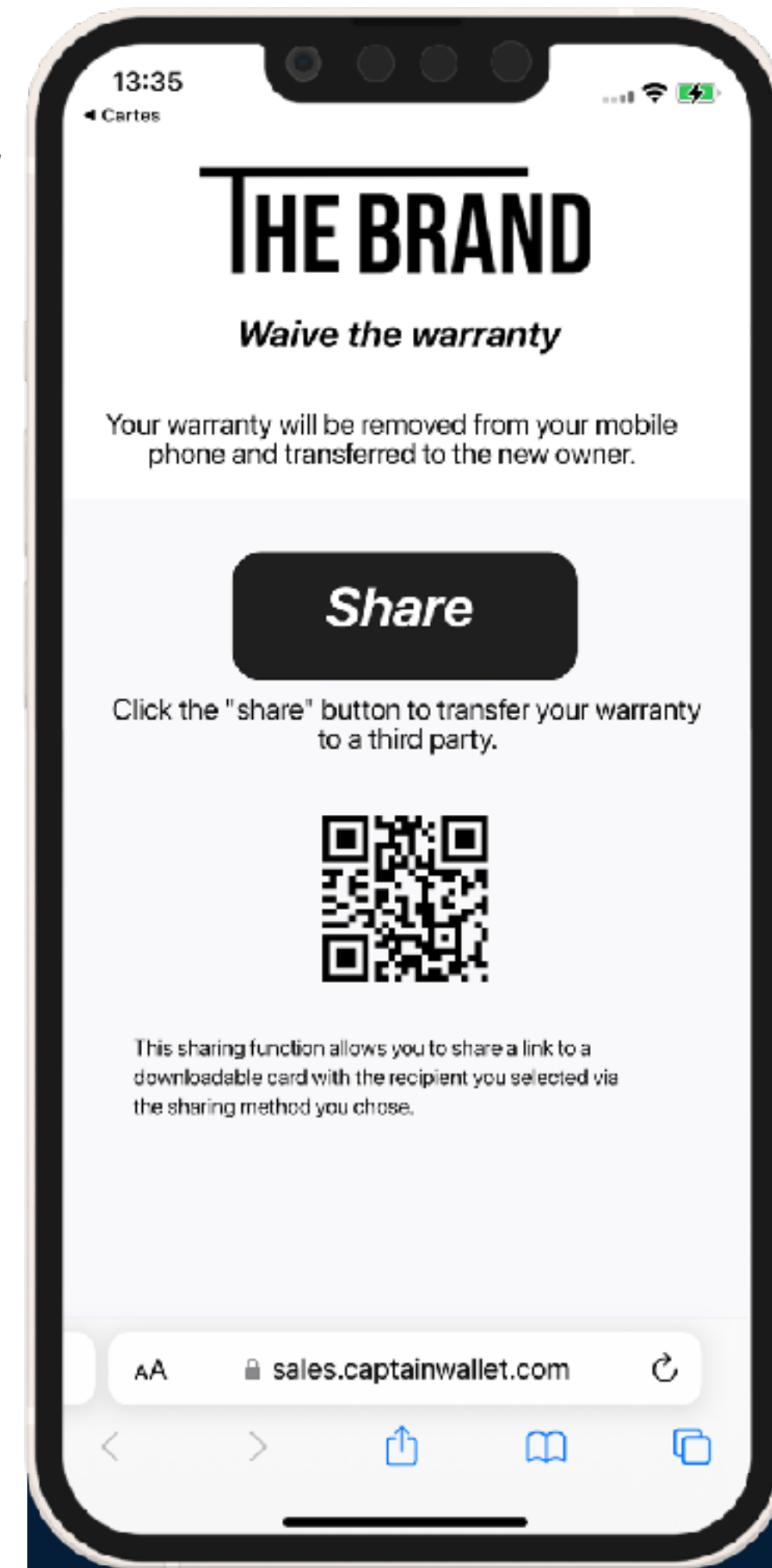
# How to Transfer Warranty to a Third Party via Mobile Wallet?

1



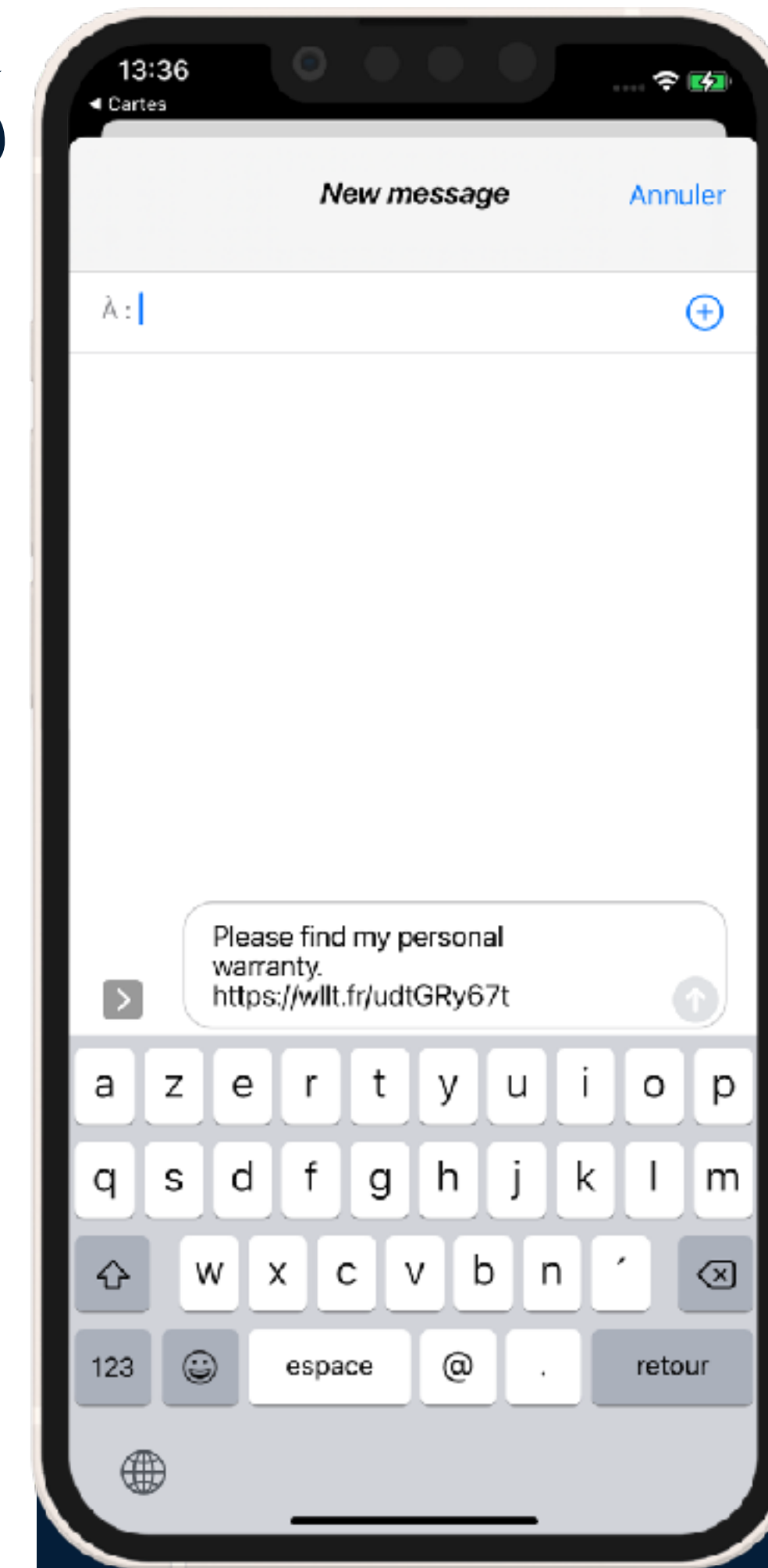
A link is accessible on the back of the warranty

2



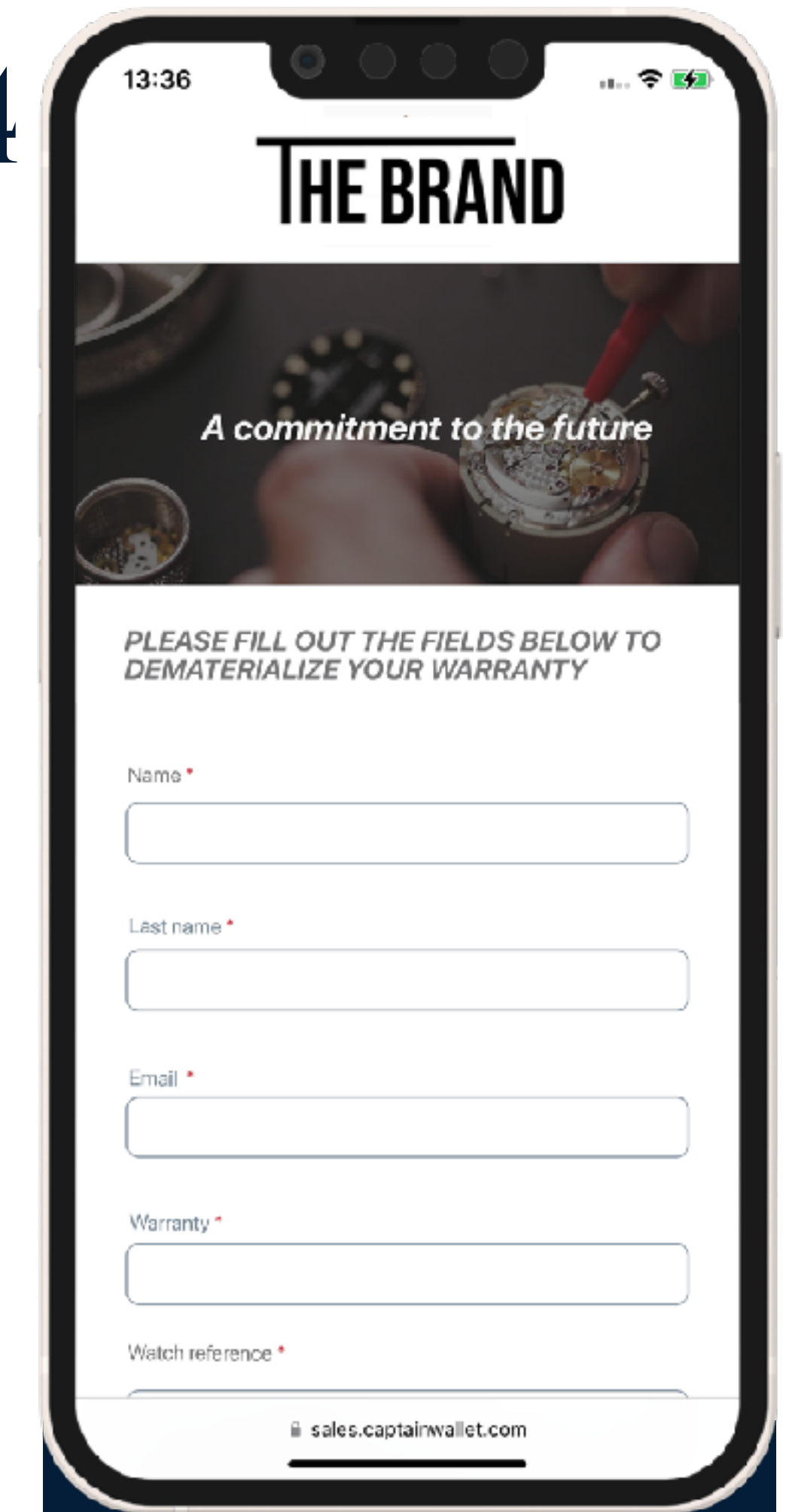
The client is redirected to a Captain Wallet landing page.

3



The client chooses the channel to share it; a pre-filled message is sent.

4

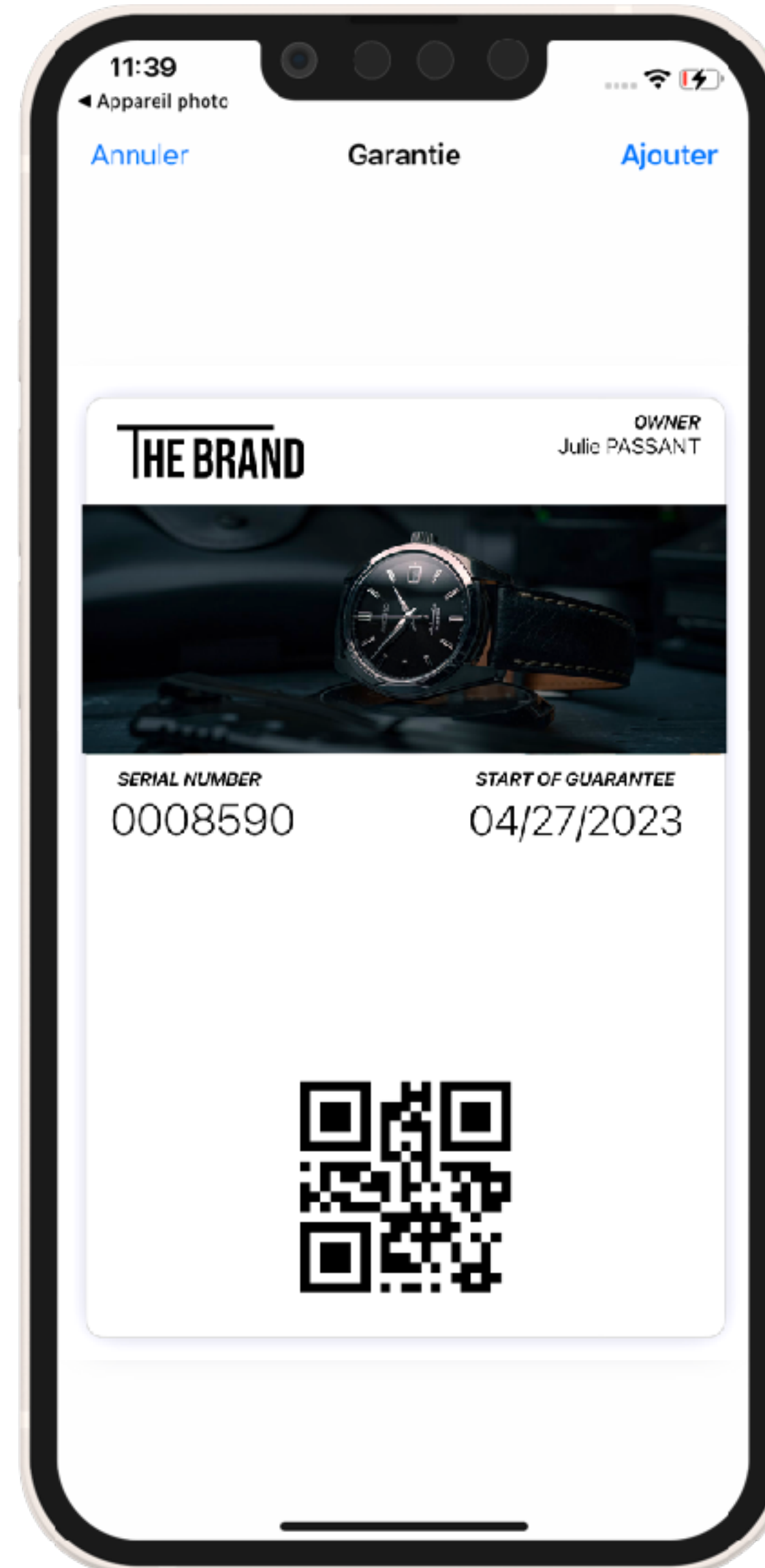


The new buyer fills in their personal information.



# A new warranty is issued for the new buyer

A new personalized warranty is issued for the new buyer.



The initial warranty is automatically deactivated for maximum security.

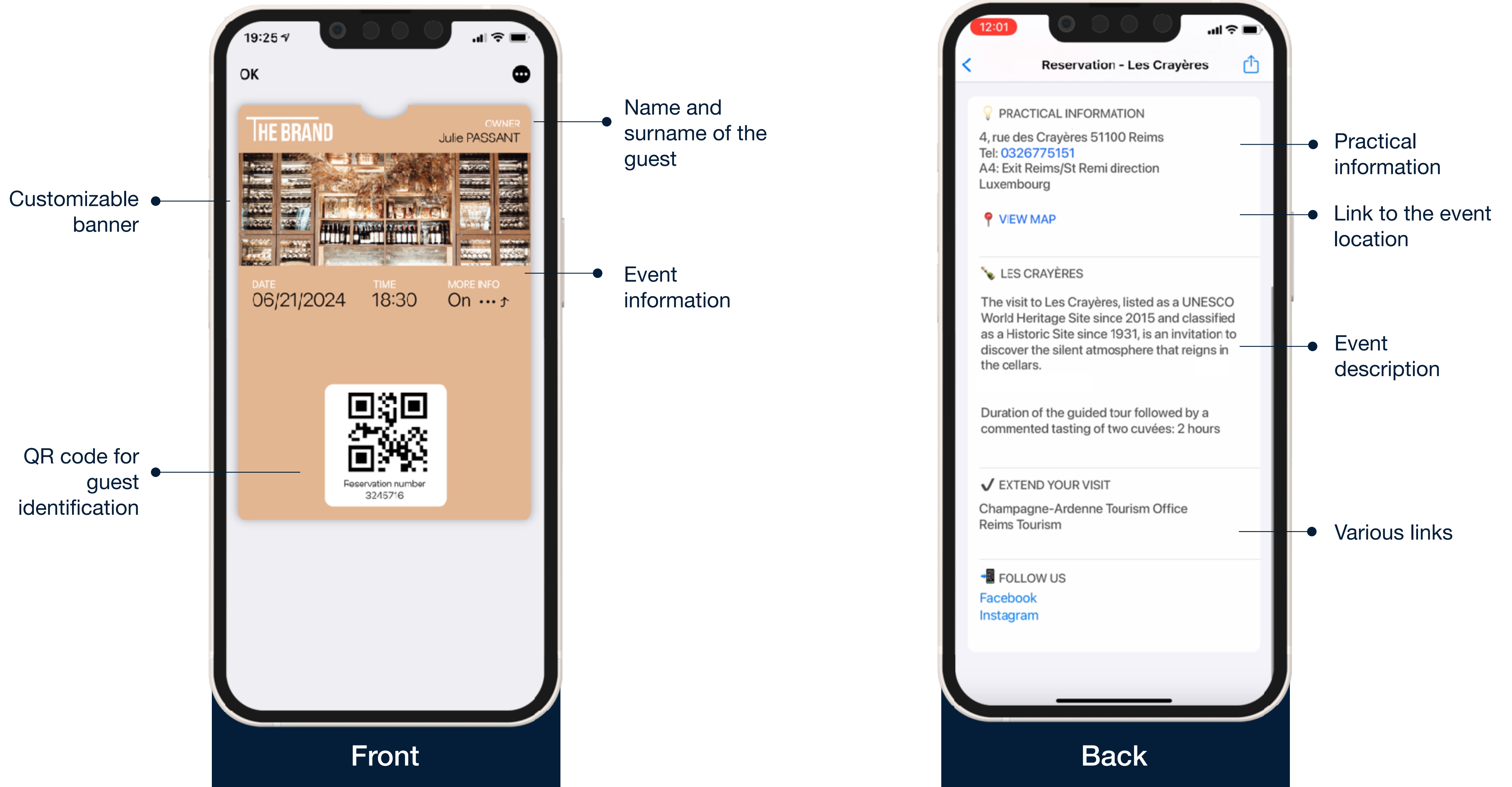


# Invitations and e-Reservations on the Mobile Wallet





# Invitations and e-Reservations on the Mobile Wallet





# Why Offer an Invitation/e-Reservation on the Mobile Wallet?

## For Your Clients

**Convenient, available in two clicks in their wallet**

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**All event information at hand**

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**Receive reminders through push notifications**

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**Be notified in real-time of any changes via push notifications**

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# Why Offer an Invitation/e-Reservation on the Mobile Wallet?

## For Your Brand

Reduce the "no show" rate with push notifications

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Offer a premium customer experience

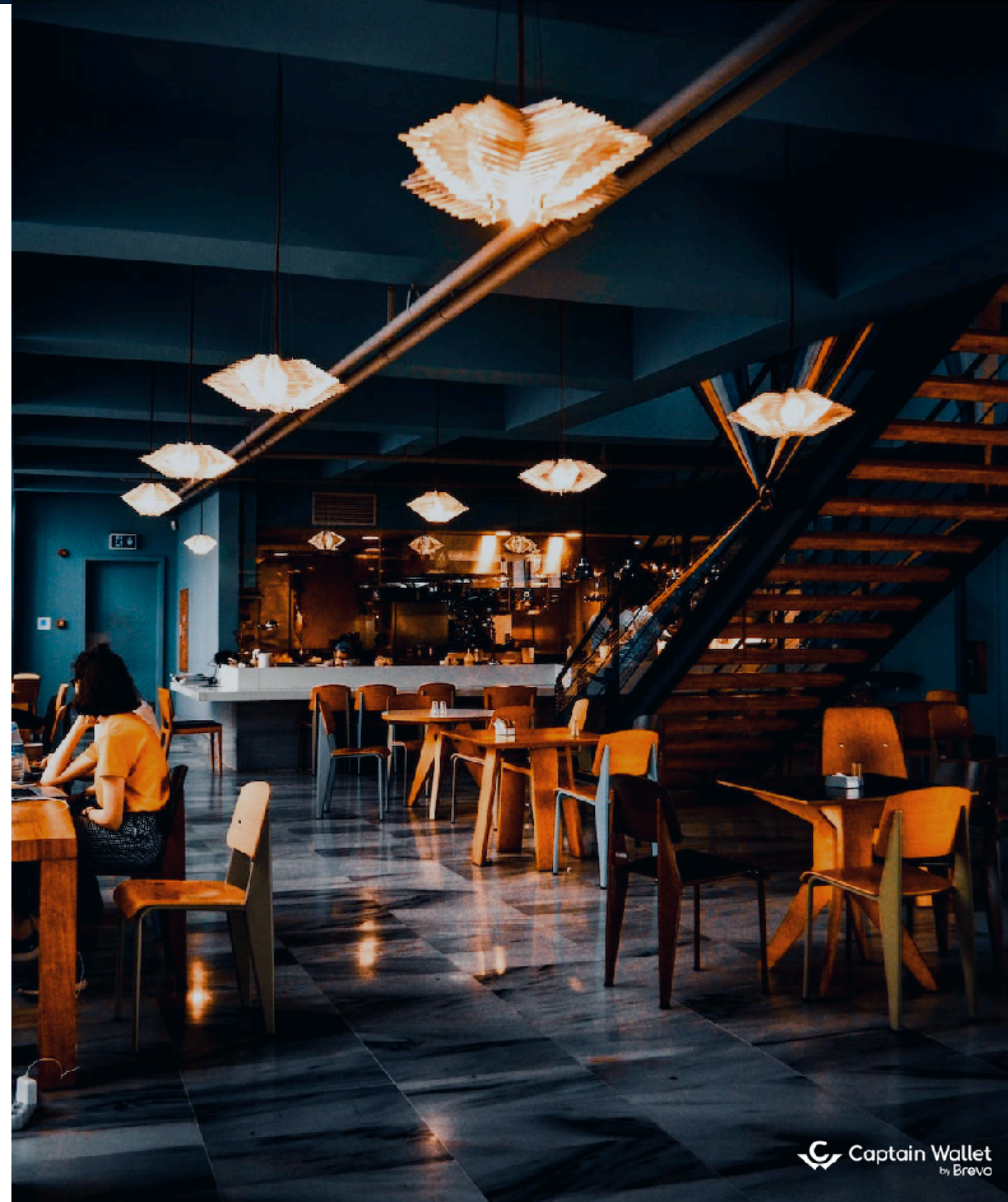
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Quickly identify guests during the event

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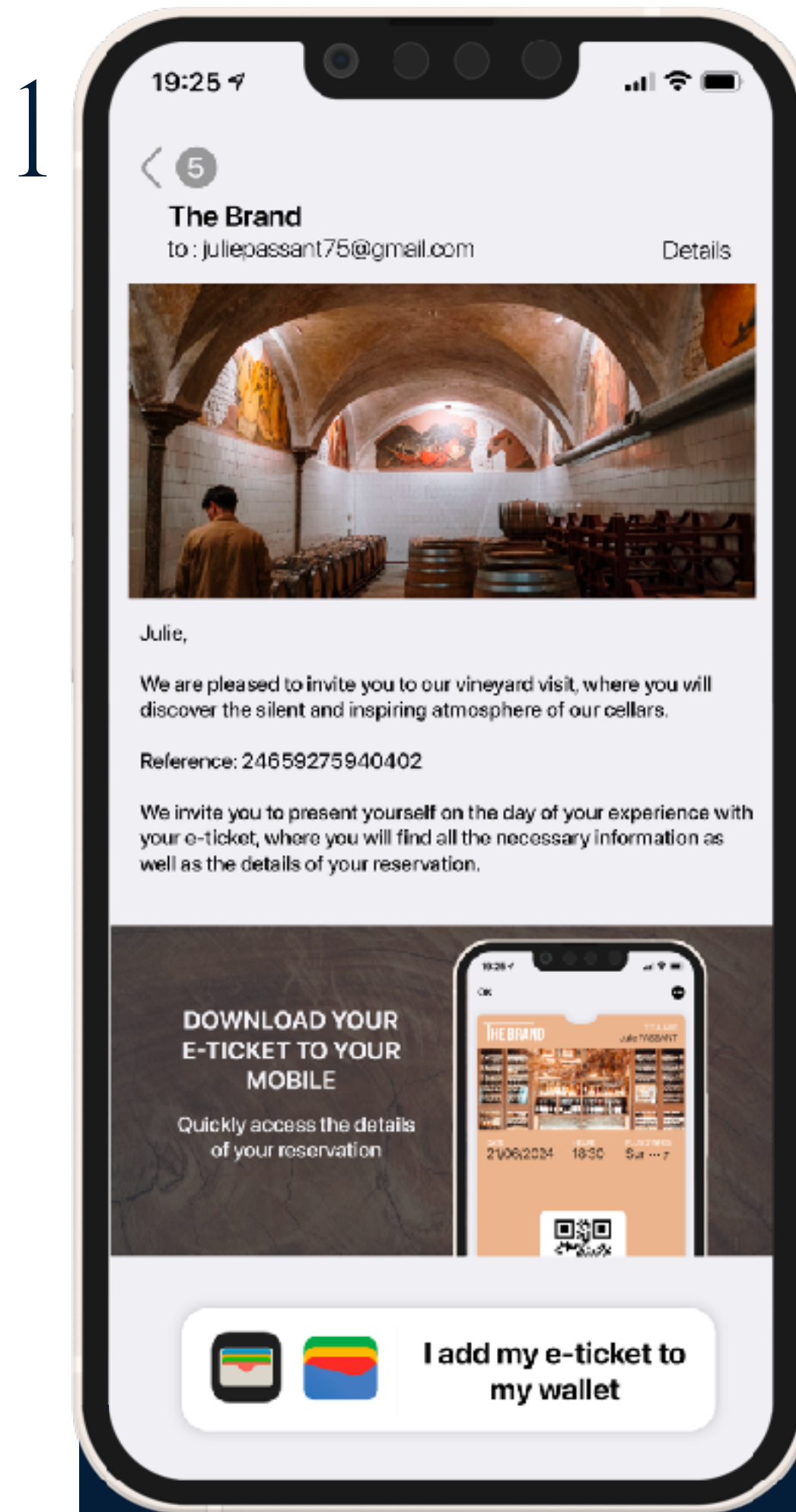
The invitation becomes a relational channel once expired

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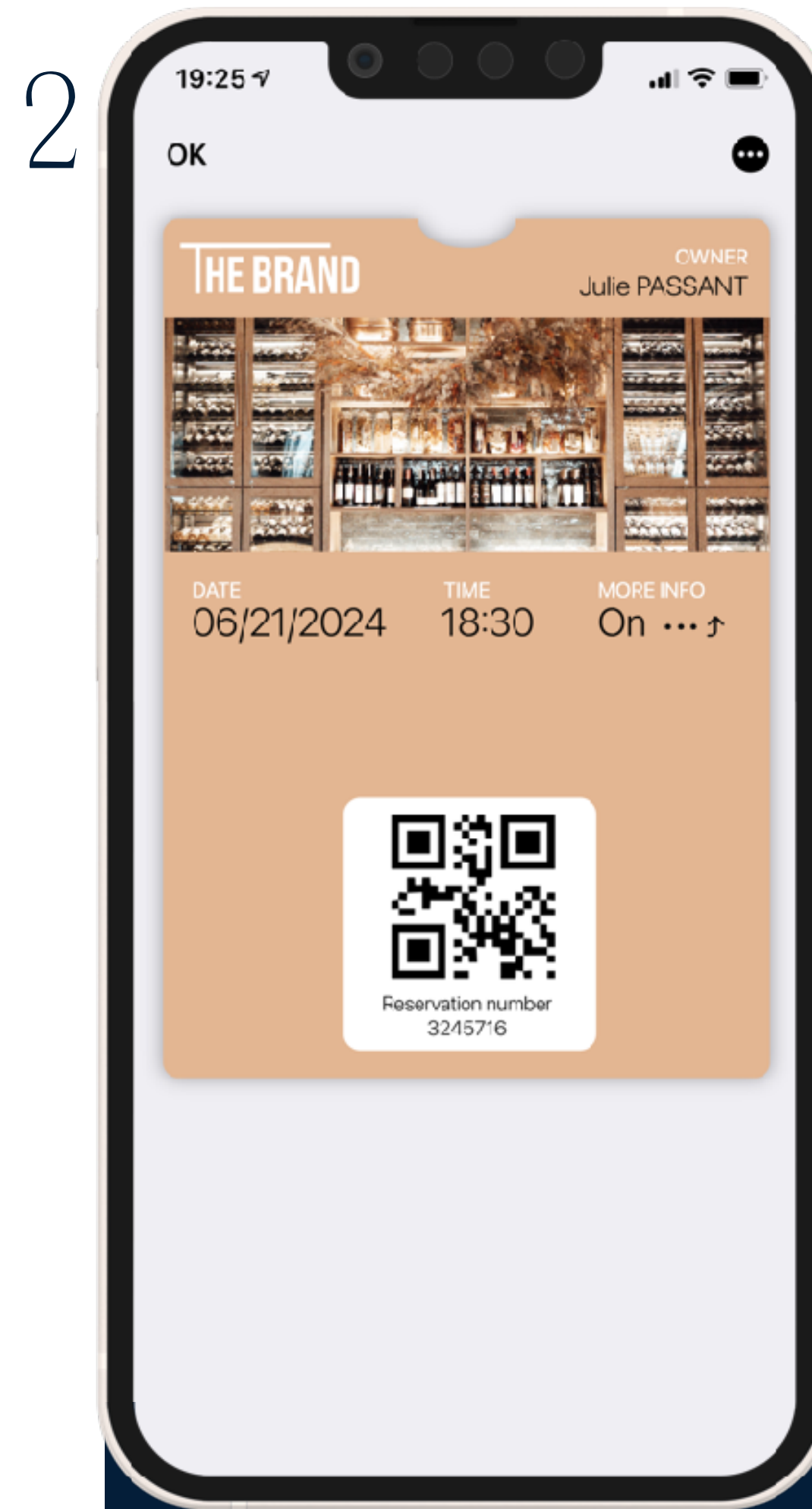




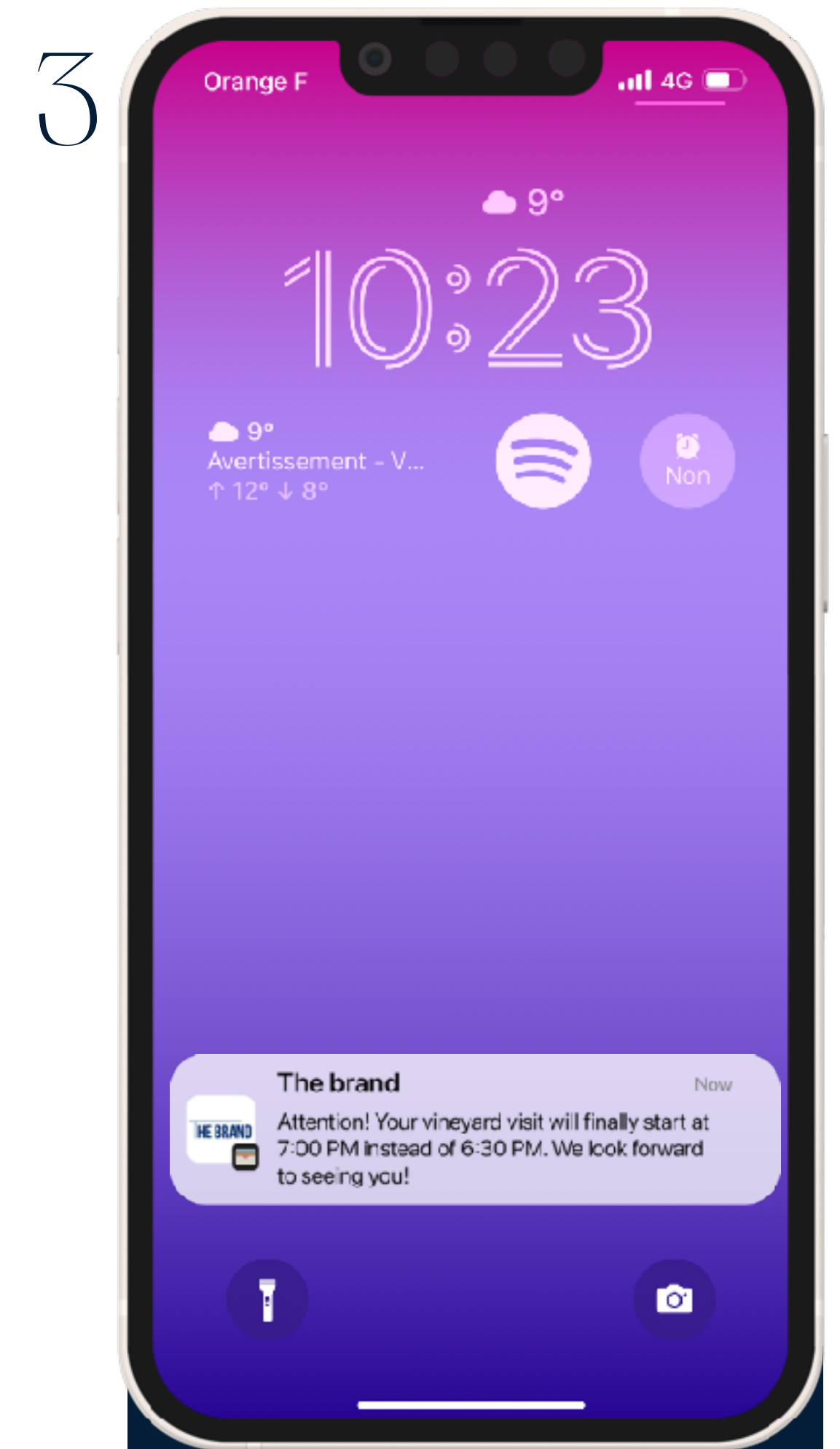
# How Does It Work?



The person retrieves their invitation/e-reservation from any contact point.



The invitation/e-reservation is in the mobile wallet.



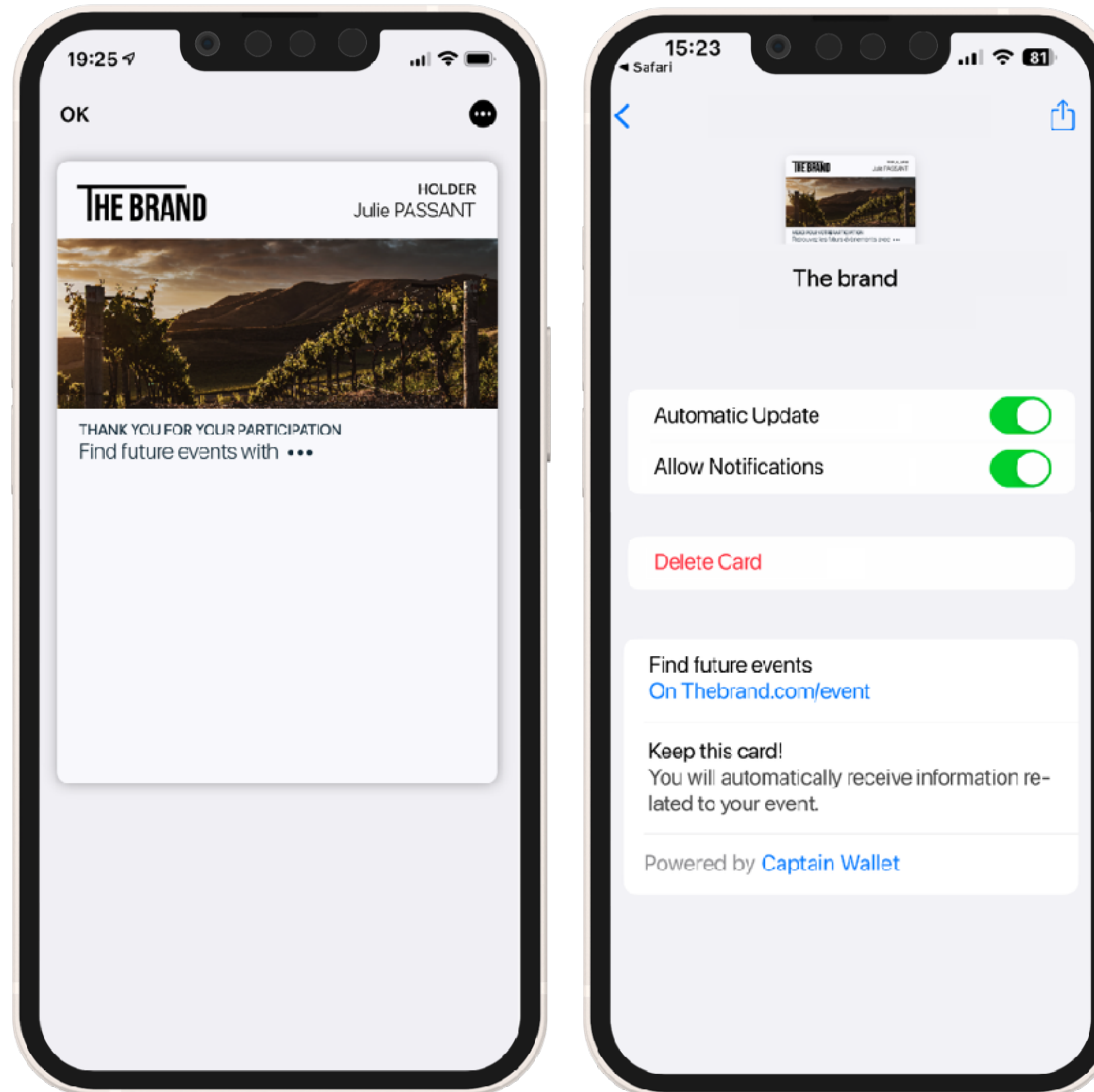
The person is reminded or notified of any changes via push notification.



# Once expired, the card becomes a relational channel

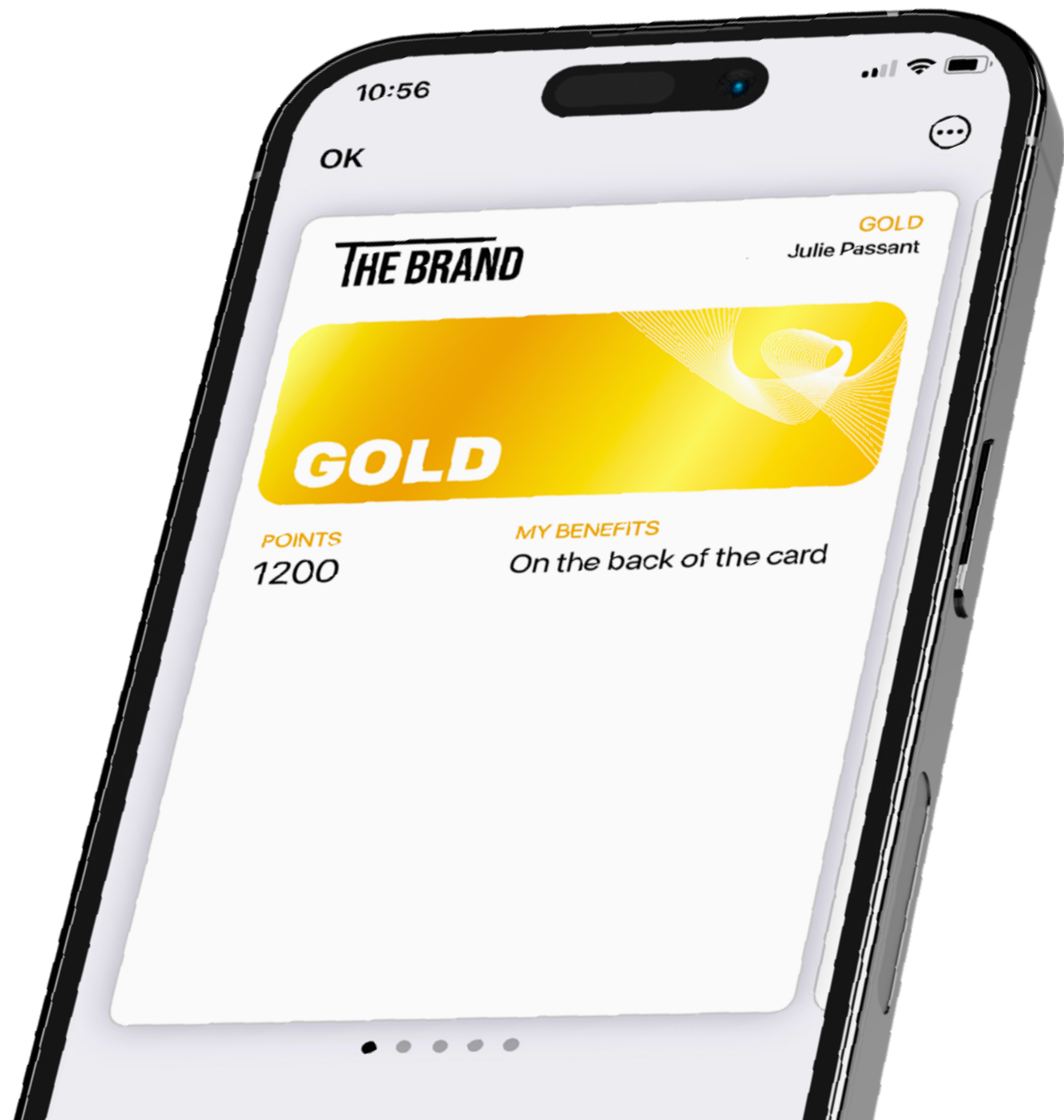
## Expired Wallet Card

The card, even expired, becomes a relational channel. The brand can continue to use it and send push notifications to announce a next event, thank the guest for their visit, etc



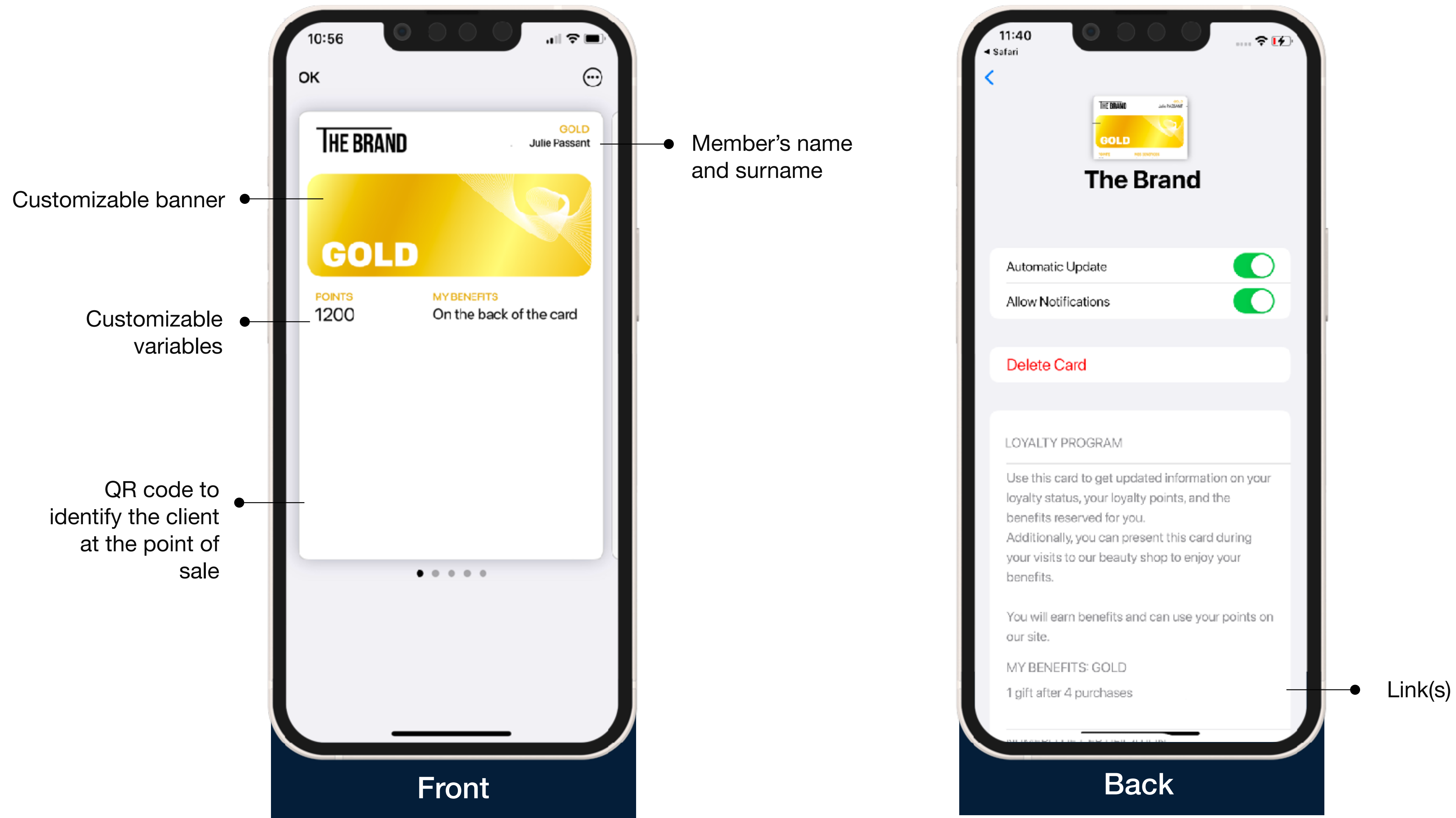


# The Loyalty Card on the Mobile Wallet





# Loyalty card on the customer's mobile wallet, fully customizable





# Why Offer a Loyalty Card on the Mobile Wallet?

## For Your Clients

**Convenient, the client finds their card in 2 clicks on their mobile**

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**No application to download, the wallet is a native app**

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**Less physical card, everything is digitized and centralized**

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**Access their loyalty data in 2 clicks**

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**Receive information related to their brand easily directly on their mobile**

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# Why Offer a Loyalty Card on the Mobile Wallet?

## For Your Brand

**Effectively relay your loyalty offers, news, and events**

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**Increase revenue per client**

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**Deliver a smooth omnichannel experience**

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**Work on client reactivation**

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**Keep a close relationship with your clients**

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**Respond to new client expectations regarding loyalty programs**

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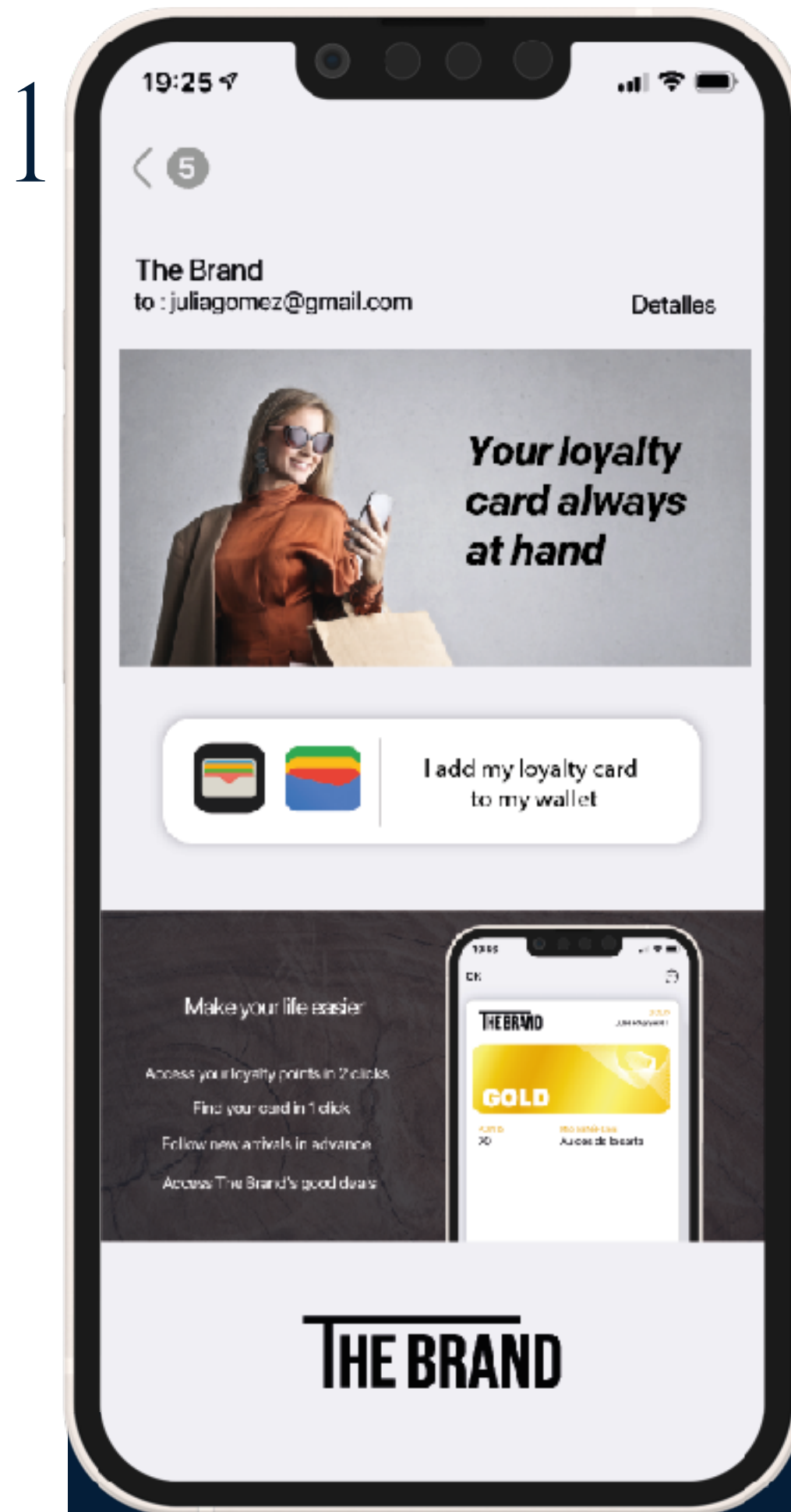
**Better contact rates than traditional channels**

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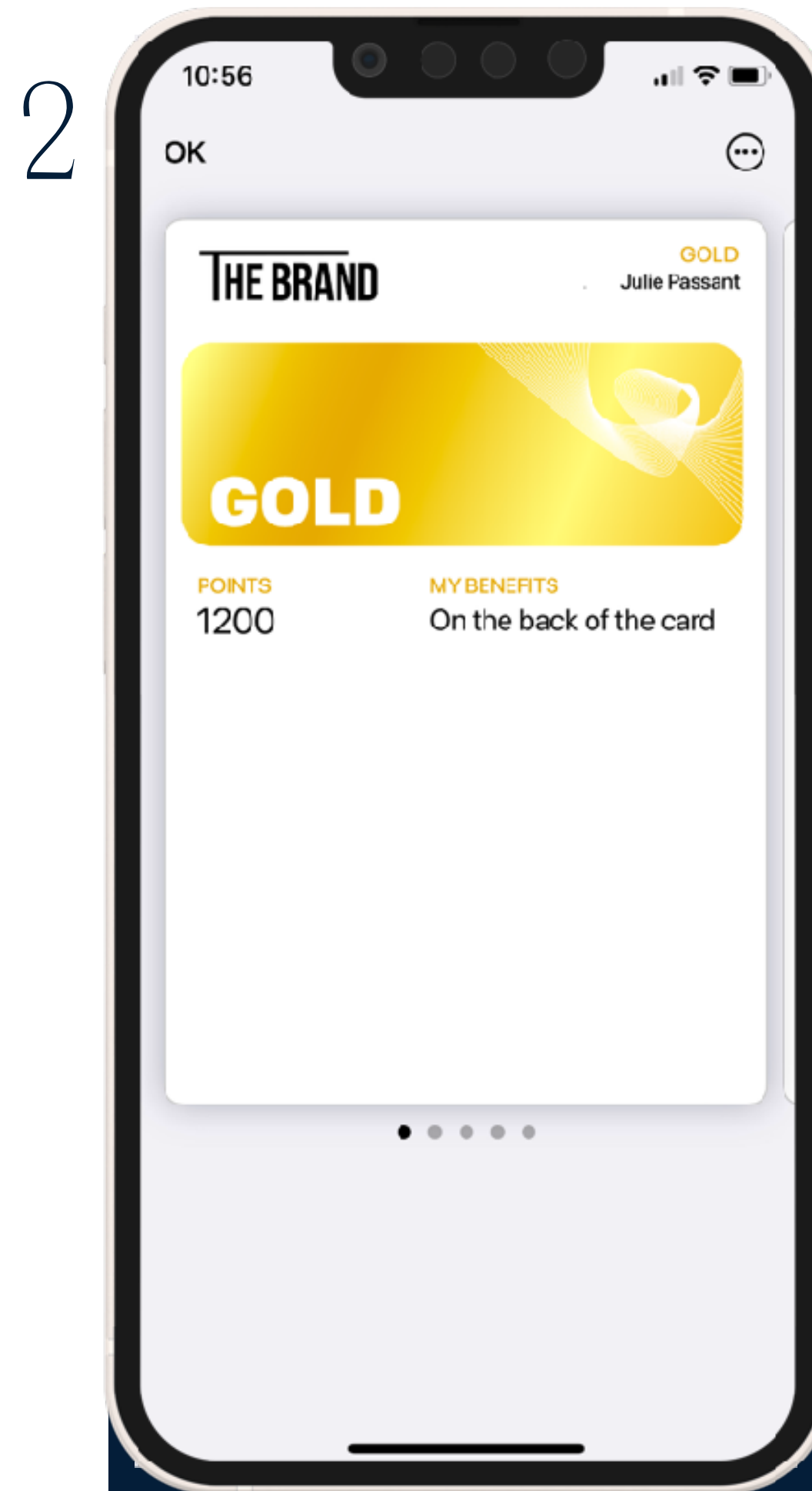




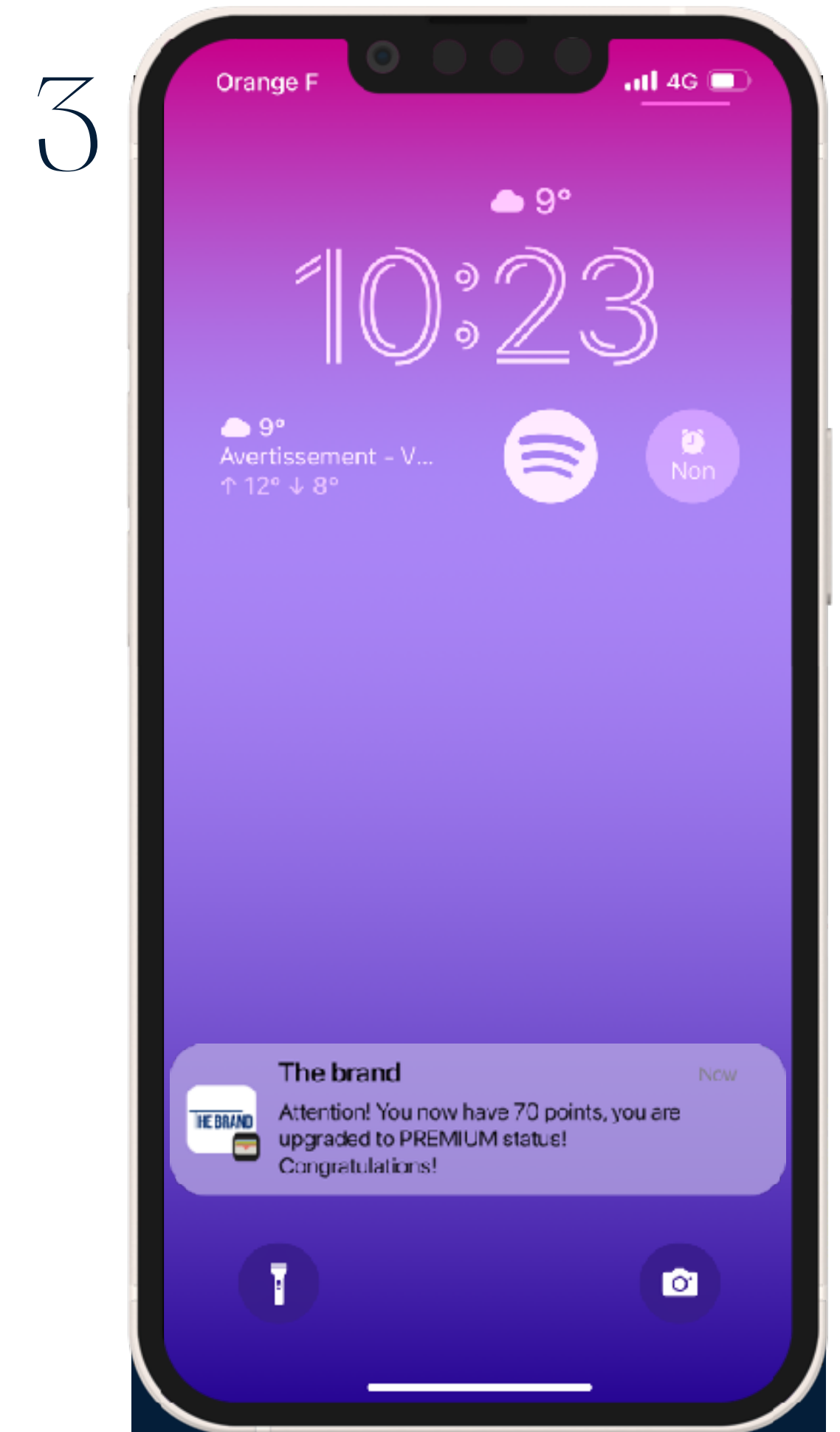
# How Does It Work?



The person retrieves their loyalty card from any point of contact



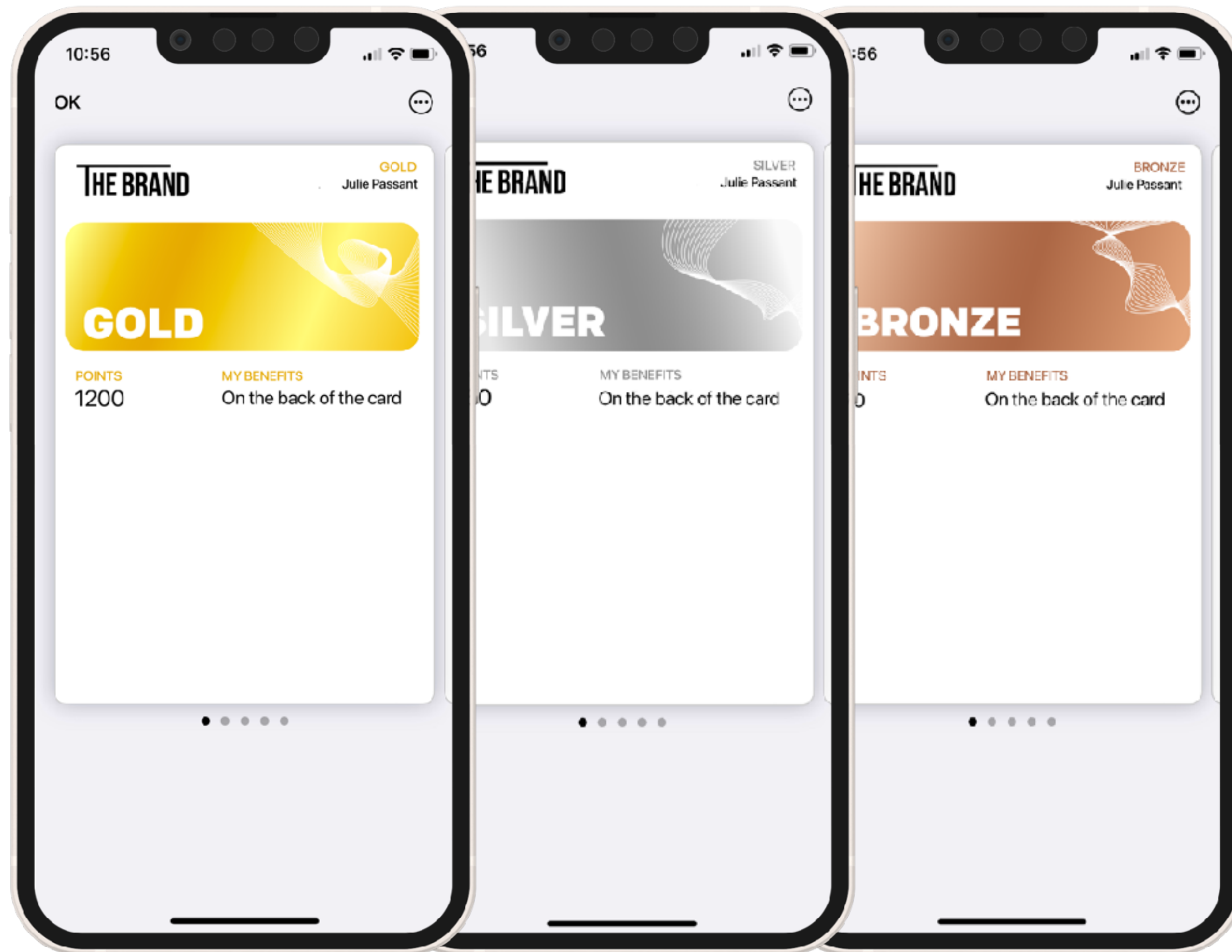
The loyalty card is in the mobile wallet



The person is notified in case of status changes, private sales, invitations, etc.

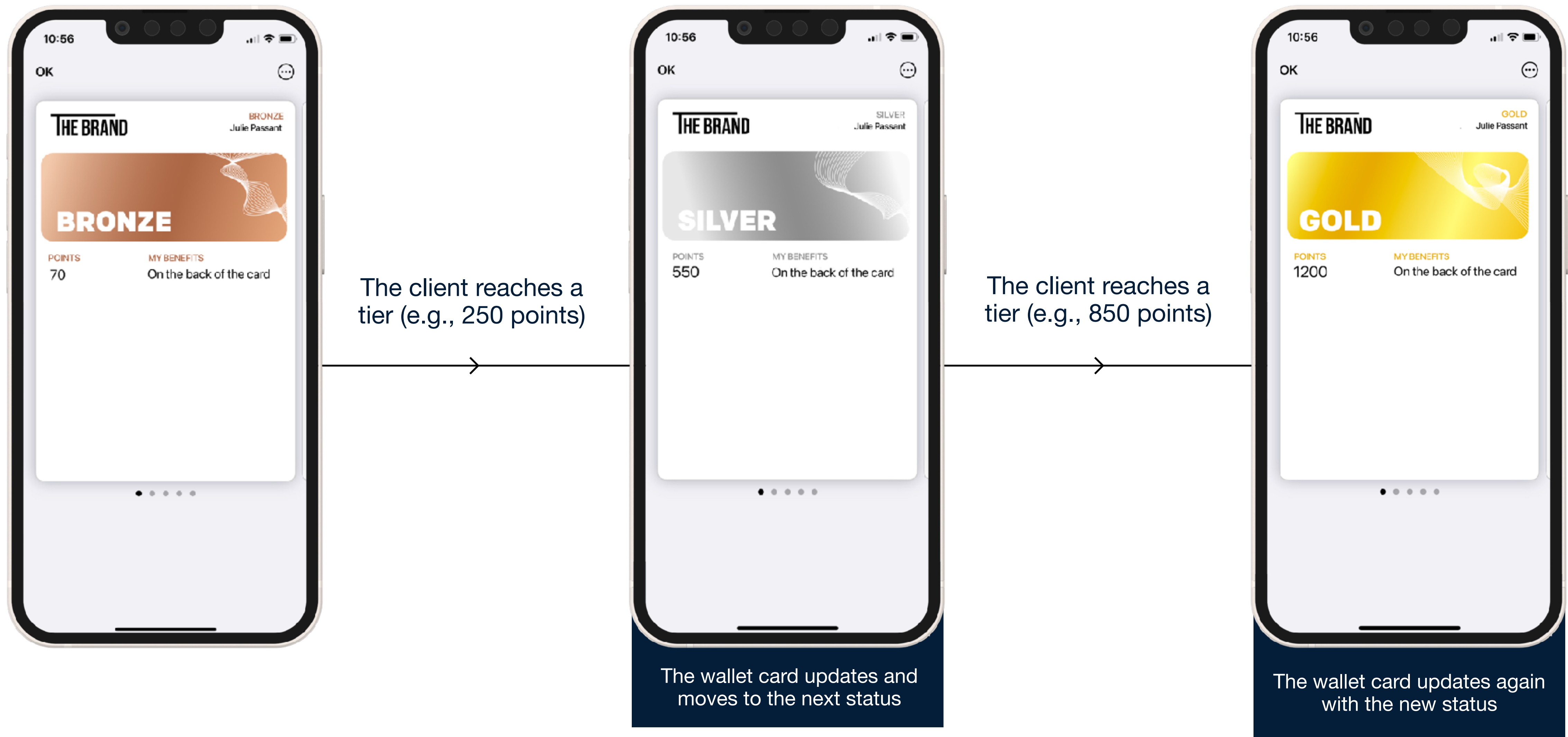


# The Wallet Card Adapts to Your Status Program.





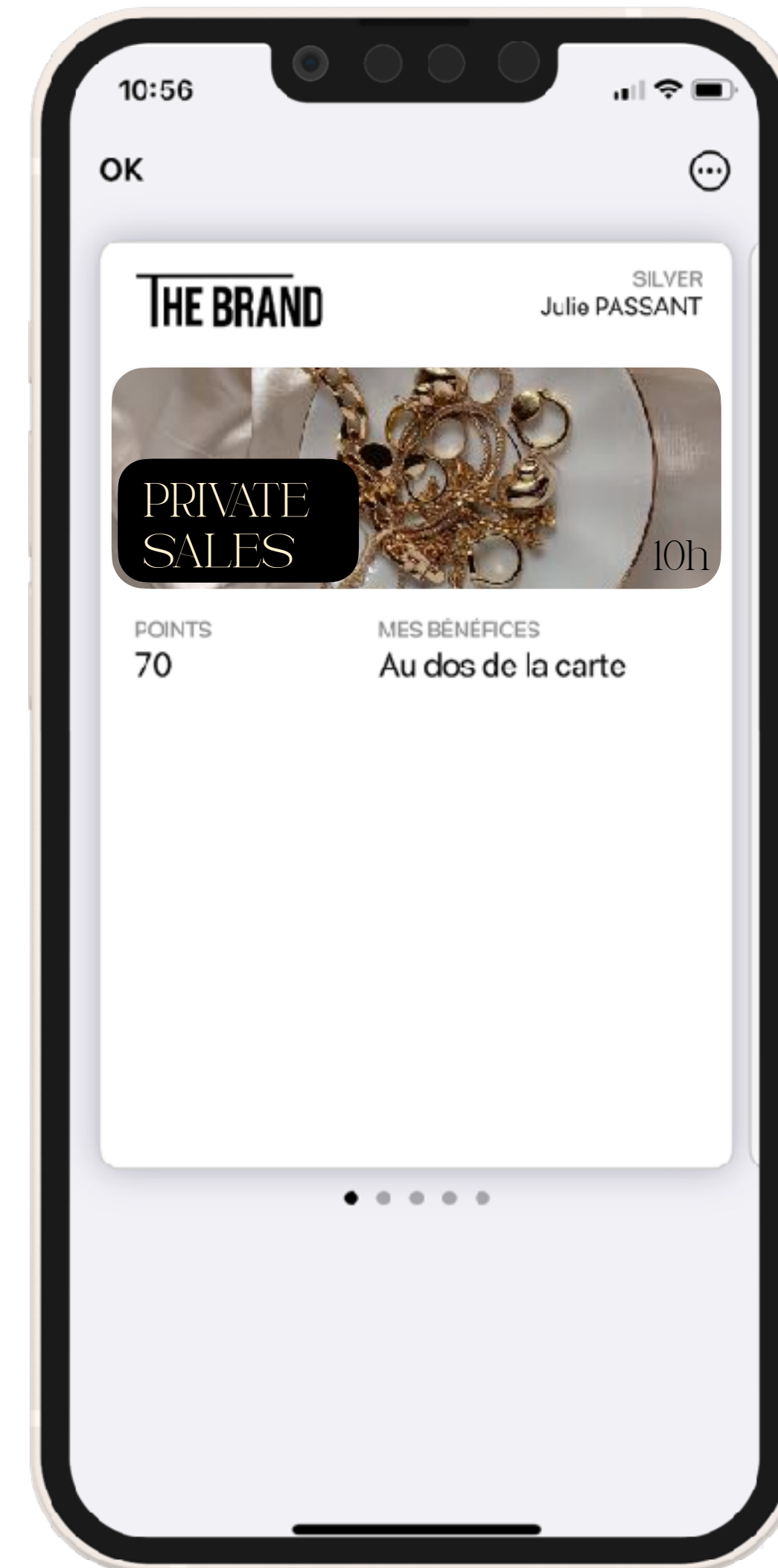
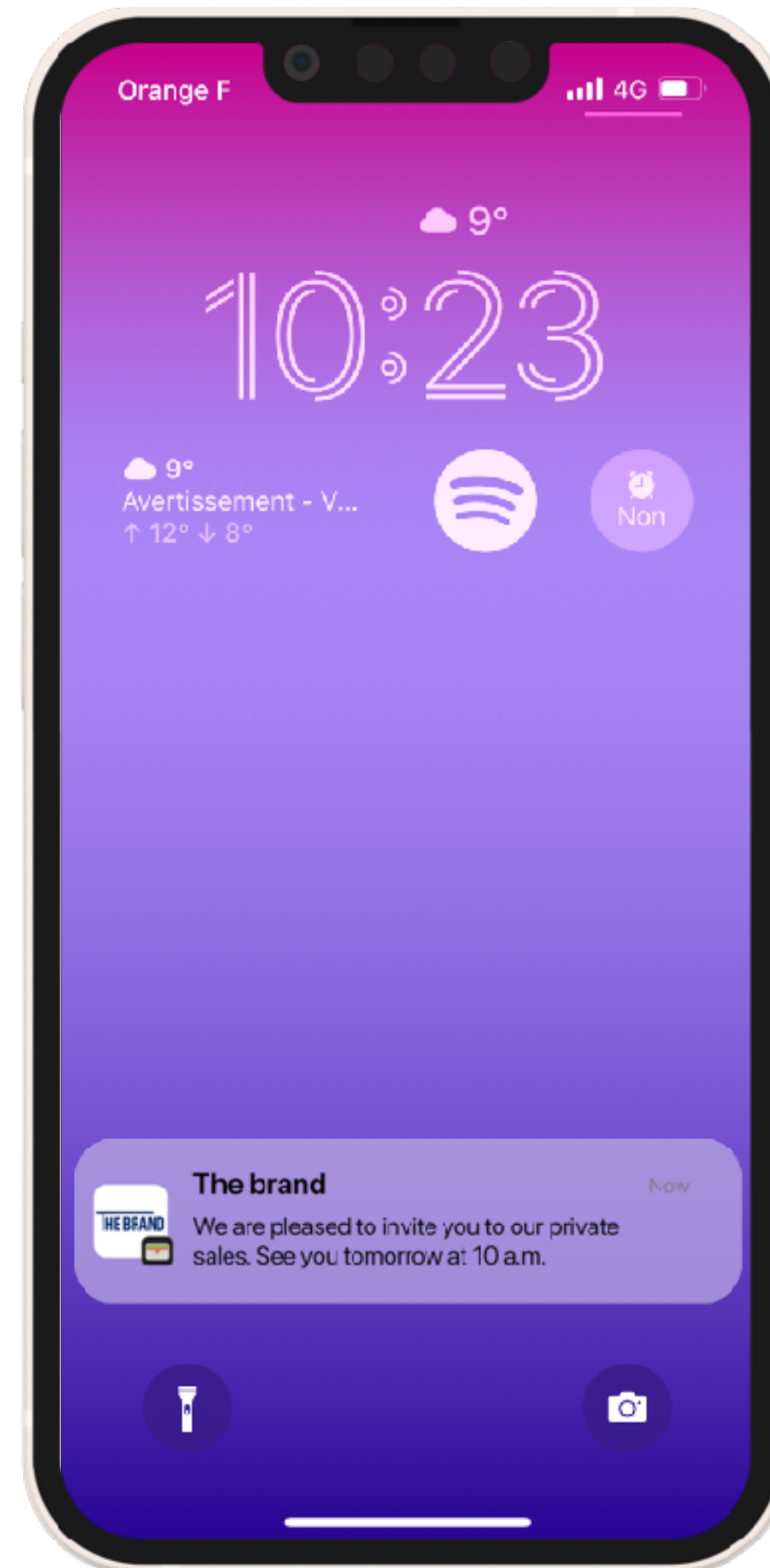
# The Wallet Card Adapts to Your Status Program.





# Inform Your Clients Effectively During Private Sales, Invitations to an Event, etc.

Thanks to Push Notifications







*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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