

Bayonne retail federation launches multistore loyalty card in partnership with ADELYA

The Bayonne retail federation is looking to boost the development of trade and crafts in the city center with a one-card-for-all-stores loyalty concept available throughout the city and also on all smartphones.

Toulouse, France, September 25th, 2012 – ADELYA, a software company specializing in NFC loyalty solutions, announced today that the Bayonne retail federation ([Bayonne Commerces](http://Bayonne.Commerces)) has launched its NFC multistore loyalty card and deployed ADELYA's Loyalty Operator platform across the city to encourage customer loyalty and engagement. Aiming to boost in-store traffic in city centers, "my VIP card" offers a new type of customer experience. A 3-in-1 solution developed with ADELYA, the loyalty solutions expert: a multistore loyalty card, a website and a mobile application for consumers, and a back-office customer engagement platform for retailers.

Giving independent retailers the marketing punch of the big retail chains

The Bayonne retail federation's mission is to spur the development of trade and crafts in the city and increase in-store traffic through attractive reward and deal programs for consumers. With "my VIP card", it is providing stores with the marketing tools they need to meet this challenge.

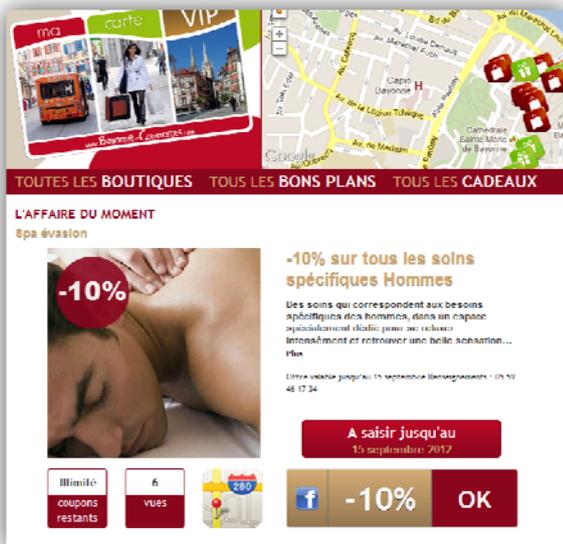


"We are convinced that customer loyalty and engagement has a direct impact on store revenues. In a city center, an all-in-one loyalty card is the obvious choice for consumers, offering them immediate value: I shop in Bayonne and ALL Bayonne stores reward me," said Yves Brillaxis, President of the Bayonne retail federation "The ADELYA ready-to-use loyalty solution was the right fit for our project: web-enabled and mobile, easy to use for retailers, collective reward programs. With ADELYA, we are moving forward

with a new type of customer relationship, federating city-center stores and transforming Bayonne into an open-air shopping mall."

How it works

The Bayonne retail federation has launched a simple, yet attractive multistore loyalty program . Each time they shop, consumers get points according to their level of spend (1€ = 1 point). They can then pick gifts from as little as €20 spent directly on line or on their smartphones from "macartevip-bayonne.com". Choices include movie, concert or car park tickets. The more you shop in your local stores, the more you get!



“City centers are eager to transform the way people shop in downtowns in order to sustain independent stores, which are active participants in a city’s life and culture,” said Jean-François Novak, ADELYA’s President. “ADELYA’s loyalty and customer engagement solution is aligned with the city’s objectives. We are pleased to count the city of Bayonne among our customers and it will be a superb showcase for the know-how and technologies we offer cities.”

About ADELYA

Founded in 2005 by CRM pioneers, ADELYA provides retailers with unique loyalty and customer engagement solutions powered by NFC contactless and mobile technologies. A true loyalty operator, ADELYA enables retailers and points of sale to create new types of customer relationships with more interactivity, more freedom and more impact.

ADELYA’s loyalty offering provides all-in-one retailer and consumer applications. Designed for retailers, ADELYA’s multi-channel, software-as-a-service (SaaS) Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, marketing campaigns, couponing and deals, gift cards, promotions, analysis and reporting. Designed with consumers in mind, ADELYA’s Loyalty Avenue web and mobile apps instantly display retailer profiles, deals and loyalty information on both consumer mobile phones and a dedicated website, so everyone gets the best of both worlds. www.adelya.com – www.adelyastore.com

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