



CAPAROL

How the right loyalty program
can bring small contractors together
and increase their loyalty?

The starting point

Caparol comes from the German market and dates back to 1895. On the Polish market it has been present for an impressive 26 years offering professional system solutions for facade and interior paints, plasters and thermal insulation.



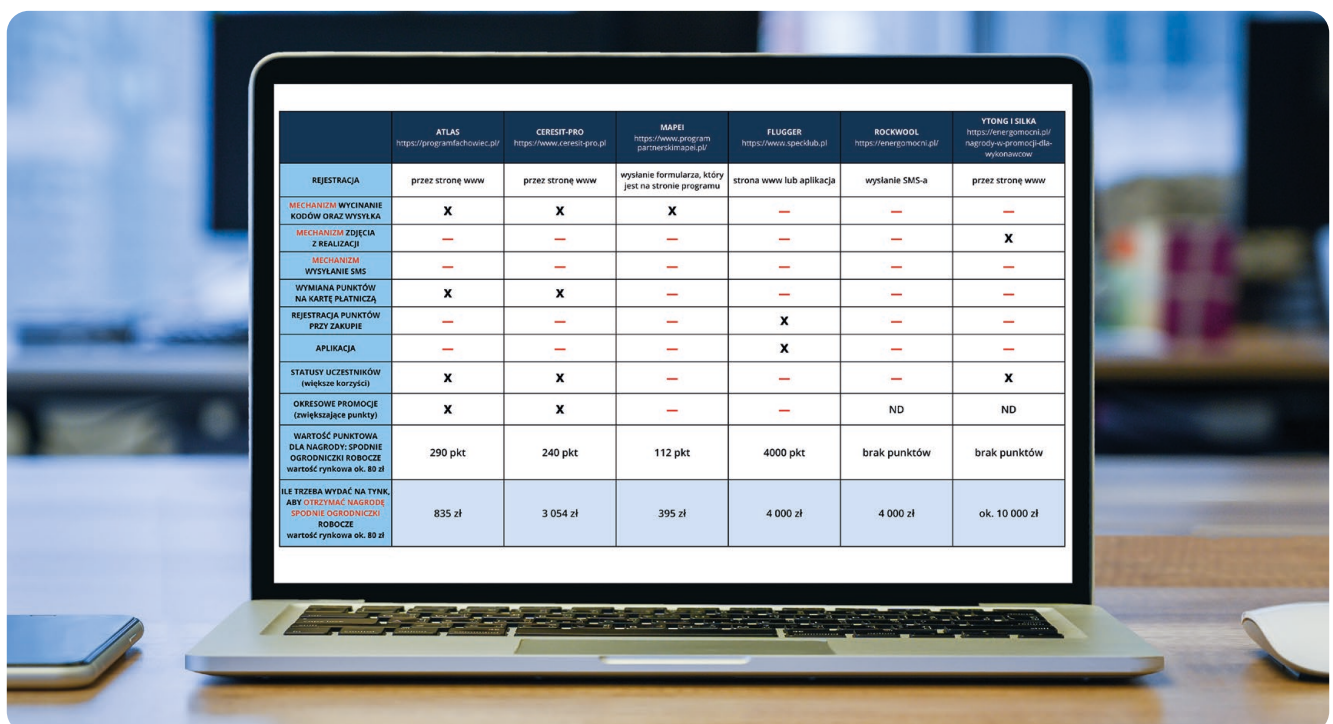
Task

The goal set for the Eura7 Group

Increasing the contractors' loyalty and commitment through the implementation of a long-term loyalty program, using an unconventional mechanism. Meanwhile, building a database of loyal contractors with their declaration of cooperation that will meet the assumed sale increases.

Strategic work

The starting point for the work was, in cooperation with the Caparol team, the thorough analysis of competitive programs but also interviews with contractors and sellers at distribution points.



	ATLAS https://programfaktowiec.pl/	CERESIT PRO https://www.ceresit-pro.pl	MAPEI https://www.program-partnersumapei.pl/	FLUGGER https://www.spek-club.pl	ROCKWOOL https://energo-mocni.pl/	YTONG I SILKA https://energo-mocni.pl/nagrody-na-granicy-dla-wykonawcow
REJESTRACJA	przez stronę www	przez stronę www	wysłanie formularza, który jest na stronie programu	strona www lub aplikacja	wysłanie SMS-a	przez stronę www
MECHANIZM WYCINANIE KODÓW ORAZ WYSŁANKA	X	X	X	—	—	—
MECHANIZM ZDJEĆCIA Z REALIZACJI	—	—	—	—	—	X
MECHANIZM WYSYŁANIE SMS	—	—	—	—	—	—
WYMIANA PUNKTÓW NA KARTĘ PŁATNICZĄ	X	X	—	—	—	—
REJESTRACJA PUNKTÓW PRZY ZAKUPIE	—	—	—	X	—	—
APLIKACJA	—	—	—	X	—	—
STATUSY UCZESTNIKÓW (większe korzyści)	X	X	—	—	—	X
OKRESOWE PROMOCJE (zwiększające punkty)	X	X	—	—	ND	ND
WARTOŚĆ PUNKTOWA DLA NAGRODY: SPODNIĘ OGRODNICZKI ROBOCZE wartość rynkowa ok. 80 zł	290 pkt	240 pkt	112 pkt	4000 pkt	brak punktów	brak punktów
ILE TRZEBA WYDAĆ NA TYNK, ABY OTRZYMAĆ NAGRODĘ: SPODNIĘ OGRODNICZKI ROBOCZE wartość rynkowa ok. 80 zł	835 zł	3 054 zł	395 zł	4 000 zł	4 000 zł	ok. 10 000 zł

The effect?



1

loyalty program



1

incentive program



3,5

years of cooperation



We have designed, implemented and run a loyalty program for contractors:
Professionals' League.



Why is it worthy taking part in the Professionals' League program?



Converting points to attractive prizes



Converting points to cash available from a payment card



Possibility to participate in CAPAROL training



Belonging to the unique group of professionals

Gamification

The Caparol program owes its huge success to its gamification mechanism.

The more active the participant is, the better the rewards he gets!

We used a strong link to sports competition through the use of division leagues.

Advancing from a lower to higher league, the participant unlocks new pool of benefits. Each invoice brings him closer to reaching the next threshold and getting promoted.



Program app



Mechanism of Professionals' League



Registration
in the program
via SMS
or WWW



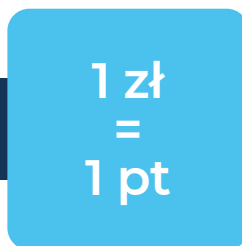
Purchase of
Caparol products



Purchase recorded
by adding invoices
to the system
or sending MMS



Invoice digitization
by the agency team



Converting invoice
value to points



Awards collection
by the participant

Wartość rejestrowanych zakupów brutto	PRE-LIGA 1 - 9 999 zł	BRAZOWA LIGA 10 000 - 24 999 zł	SREBRNA LIGA 25 000 - 49 999 zł	ZŁOTA LIGA 50 000 zł i więcej	PLATYNOWA LIGA
Punkty za każdą 1 złotówkę brutto	0,8	0,9	1	1,15	Wykonawcy współpracujący z Caparol Polska na indywidualnych warunkach.
Szkolenia dedykowane	✓	✓	✓	✓	Jeli chcesz dowiedzieć się więcej, skontaktuj się z Doradcą Techniczno-Handlowym właściwym dla danego regionu.
Inwestycja zgłoszona w ramach programu "Czyste Powietrze" - 3000 pkt	✓	✓	✓	✓	Kontakt do Doradców Caparol znajdziesz na www.caparol.pl
Dostęp do sklepu - PRE-LIGA		✓	✓	✓	
Niespodzianka na urodziny - dodatkowe 2000 pkt		✓	✓	✓	
Punkty za polecenie innego wykonawcy - 2000 pkt		✓	✓	✓	
Dostęp do sklepu - BRAZOWA LIGA			✓	✓	
Dostęp do sklepu - SREBRNA LIGA				✓	
Karta płatnicza					
Oferta specjalna na zakupy w sklepie					

Sellers engagement

In parallel, we digitized the incentive program for sellers which so far has existed only in an analog version. From 2018, the program is available in the mobile variant, being the second most important sales factor.

MISTRZ SPRZEDAŻY



Why is it worth entering the Sales Champion incentive program?



Possibility to participate in the nationwide program for sellers



Attendance in specialist CAPAROL trainings



Attractive prizes for active participation in the program



Great Grand Prize

Mechanism of Sales Champion program



Registration in the program and regional training



Recommending the Professionals' League program to contractors and encouraging them to take active part in it



Purchase and sales increase of VIP products (accounted for annually)



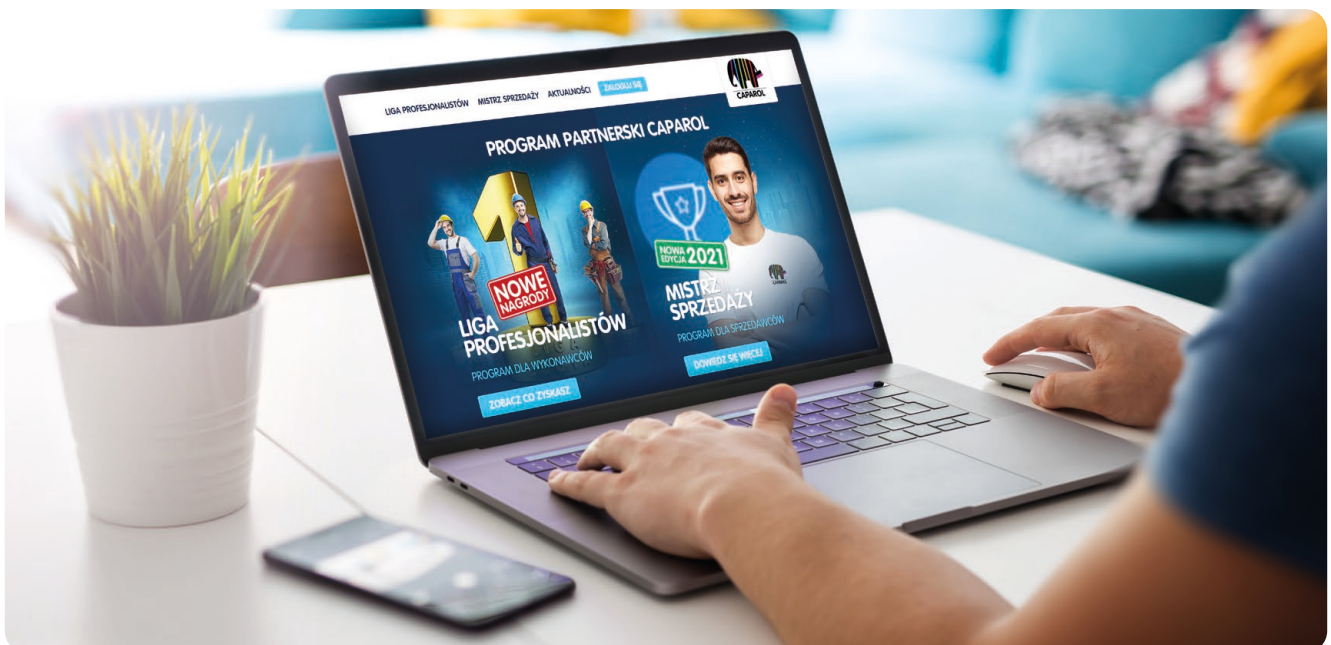
Recommending the Clean Air program



Online testing after training



Monthly rankings awards collection and participation in the Grand Finale



What are we responsible for?

Implementation stage



Development of the programs' mechanisms focusing on gamification aspects



Preparation of the creative concepts



Development of an app and website that are integrated with the banking system and partly with e-commerce

Ongoing activities



Day-to-day programs operation



Call center



Invoice digitization



Shipment of prizes



RODO support



Communication

Our mechanism guarantees more frequent contact with the brand comparing to prior to the start of the program.

If you want to establish good, ongoing relations with participants, use our mechanisms that allow contact via two main channels: e-mail and SMS.



Thanking message
for sending
a purchase document.

Informing
about current
promotions.

Informing
about point collection
for a given purchase
document.

Program reminder
after 30 days
of no-logging in.

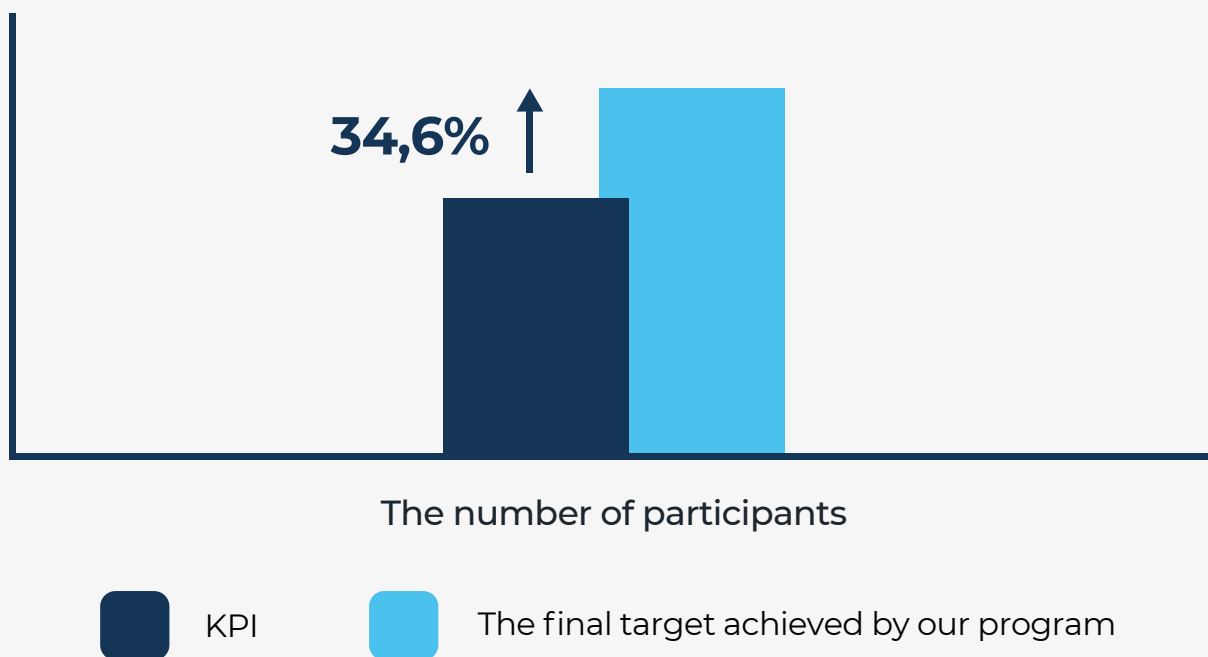
Reminder about prizes
after 30 days
of no reported
purchase document.

If date of birth is
registered sending
wishes and allocating
extra points.

The effect?



Significantly exceeding key performance indicators set by Caparol Polska in 2019.



Reference

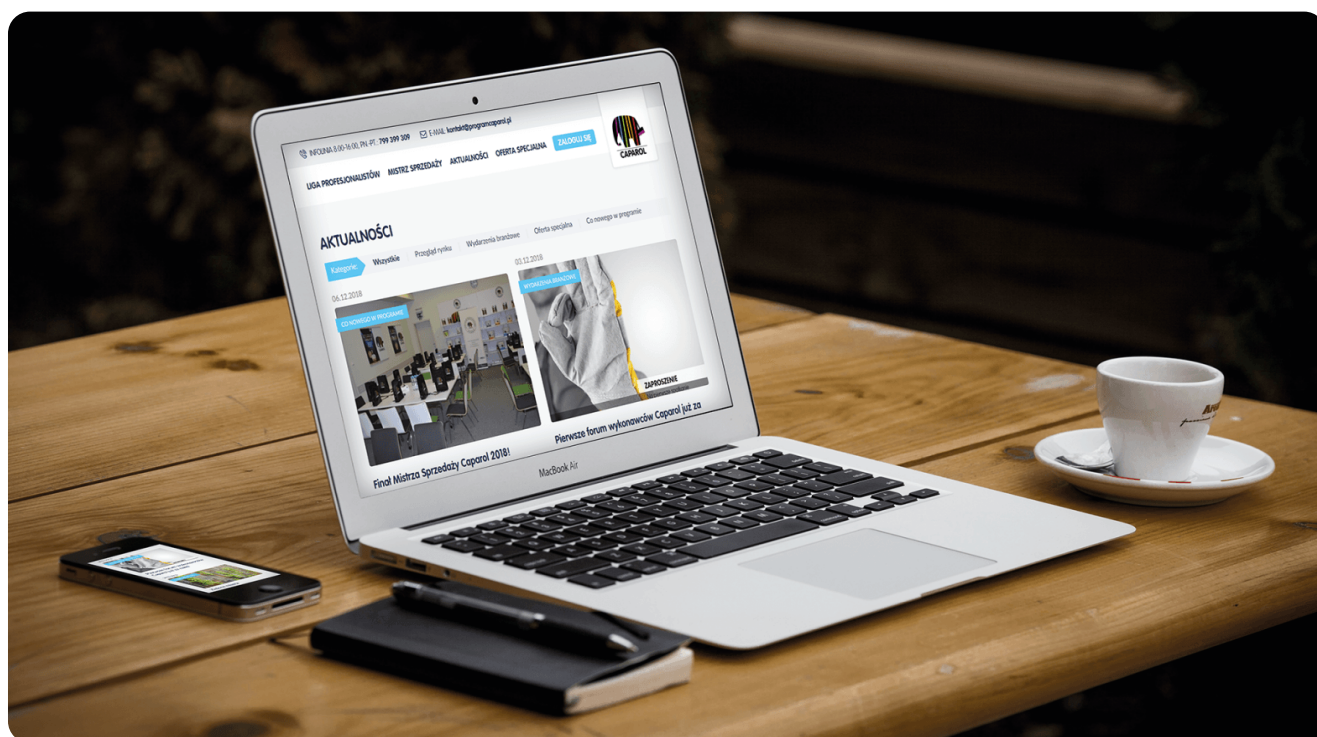


Barbara Kempa

Trade Marketing Manager Caparol Polska

Partner program with an extended online service with e-commerce elements, which is dedicated to several target groups, makes for a demanding marketing tool. This requires a high level of operational competence, consequence and precision as well as a strong IT backup.

That is why we have decided to entrust this task to the Eura7 group.



Listen to the podcast, which will tell you when it is worth investing in the loyalty program:

PODCAST



Marketing

ludzkim głosem

Łukasz Wołek & grupa eura7



Click and listen:

<https://skr.ac/ln>

We can also work for your brand.
Make an appointment for a free consultation.



Łukasz Wołek

INQUIRIES



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eura7
group