Customer loyalty programs at their best with Evolis

The retail sector is where loyalty programs have proven themselves to be most efficient, as they successfully deliver on two key targets: acquiring new customers and ensuring their retention. While loyalty schemes may vary from one company to another, there is still that one common denominator: a personal loyalty card. Evolis printers have supported hundreds of loyalty programs in many parts of the World, even in Estonia, where **Hansab**, an Evolis Distributor, helped **ETK**, a leading retail chain, to successfully roll out their program.

The challenge

Hansab is a technology partner for many businesses and public organizations in the Baltic region, Ukraine and Belarus. From payment systems to security products, from access solutions to parking systems, Hansab has grown and expanded to support a large variety of requirements. Hansab is also a provider of card solutions, and has tied up a solid partnership with Evolis that is growing successfully.

In 2011, Hansab was called upon by **ETK**, Estonia's largest retail group to help them with rolling out their customer loyalty program. ETK runs more than 300 stores scattered throughout Estonia, in rural areas and in cities as well. Their loyalty program is based on two processes: local convenience stores collect applications for loyalty cards and forward them to a central location where card personalization is carried out. Each personal card is then mailed to its respective holder. The process is different for hypermarkets, where the idea is to provide the customer with an instant experience: loyalty cards are offered over the counter, upon submitting the application.

To make their loyalty card available to all, ETK required from Hansab a solution that would support both processes, and deliver cards with a magnetic stripe that hosts all loyalty and transaction data.

The solution

For centralized personalization, ETK selected the **Quantum** printer from Evolis. This model proved to be the perfect fit as it combines the flexibility of a desktop printer with the power of an industrial machine that prints and encodes cards in volume. For hypermarkets, the **Tattoo²** printer was piloted and selected to support instant personalization.
To ensure that this infrastructure is always on "high alert", Hansab has tailored a specific support scheme where every printer is thoroughly serviced 3 times a year, while support is provided on site in case of a failure and within one business day.

The benefits

Providing a customer with a loyalty card that can be used instantly is a successful practice for any loyalty program, and this is precisely what was rapidly achieved through this project. "The Evolis printers have seamlessly integrated within the loyalty program's underlying systems, database and processes", says Alo Männiksaar, Sales Manager, Hansab, "and this tells a great deal about how flexible these printers are". ETK also praises the excellent printing quality and operations of the printers. For example, each Tattoo² printer, which is an entry-level model, runs at full swing, and supports a much larger volume of cards delivered than expected, and without significant failure to report.

Evolis Solutions:
- Quantum & Tattoo²

Key Figures:
- 25+ printers deployed to support card personalization
- 100,000 loyalty cards personalized in 2012

> " *Evolis machines have a great look and feel, but they are also robust, and this certainly helps us provide first-rate support to our customers.* "
> *Alo Männiksaar, Sales Manager, Hansab*

EVOLIS
card printers