

Improve customers' Journeys,  
with enriched / everyday  
offers!

**Coral**



**Shell Licensee**

# CLEAN+



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# Loyalty scheme in Greece



a||Smart.gr a||Smartapp



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# Loyalty scheme in Cyprus



## allSmart



προσφορές • ενημερώσεις • κατάλογος • δώρα • πόντοι

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# CUSTOMERS HAVE DAILY MISSIONS

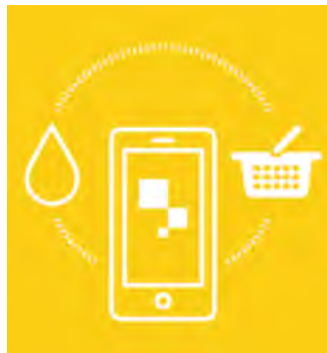
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# The purpose

To help our customers to complete their daily missions as they are on the go

- Fill their tank
- Get a coffee or a snack
- Purchase from the Shop
- Check their oil engine
- Car Washing services



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# Basic principles that support Loyalty

## High Quality products & Services

Differentiated fuels  
Additional products

## Champion customer service

Providing seamless experiences

**Drive Brand  
engagement  
and purpose**

## Give value back to our customers

Enable customers to find the best deals,  
the most appropriate products and  
services &  
Reward them for their choices

## Save time and never disappoint them

Meet their needs timely and without  
Friction, onsite & online

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# Loyalty landscape

Registration



Mobile app



Gifts' catalogue



online



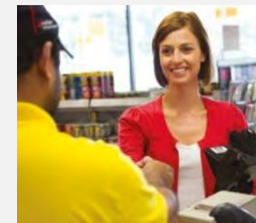
Site staff



Partners



Customer engagement



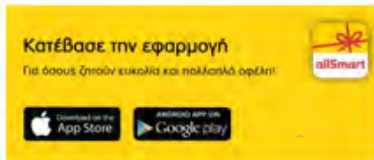
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# Different schemes for our customers



We want our customers to feel good by purchasing from a Shell site and that they made the best choice available.

Rewarded every time they visit a Shell station!

# VARIOUS PROMOTIONS FOR DIFFERENT CUSTOMER NEEDS

Smart Club communicates all promotions

For fuels, Shop, points, gifts



# Rewards for Fuels & Shops sales



## Fuels

All promotions designed & communicated to loyal customers



## Shop promotions

Designed to cover customers' additional needs



## Reward through digital channels

Designed for enhanced experience and convenience





# Variety of products/ offers

## Gifts' Categories



- Technology
- Personal care
- House appliances
- Tools
- Travel
- Auto moto
- Shell shop



## Pick up/ delivery options



- On spot
- On site
- Home address



# Loyalty partnerships

Powered by anytime

**ΑΣΦΑΛΙΣΤΕ ΤΟ ΟΧΗΜΑ ΣΟΥ ΚΑΙ ΚΕΡΔΙΣΤΕ:**

ΜΙΑ ΔΩΡΕΑ ΣΤΟ SHELL ΑΒΙΑΣ ΕΧΕΙ

**20€** + **2x ΠΟΝΤΟΥΣ SMART**

ΓΙΑ ΤΟ ΑΣΦΑΡΙΣΤΗ ΣΟΥ ΣΤΑ ΠΡΑΤΗΡΙΑ SHELL

**4x ΠΟΝΤΟΙ!**  
από Smart με αγορά  
καυσίμων στο  
στα πρατήρια Shell

ΕΞΟΜΟΤΕ  
**DEALS** για ΣΟΥ

**nrg**

Κερδίστε έως 5.000  
**πόντους Smart**

Partnerships that  
enhance loyalty  
value proposition

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THANK YOU

