



# USE CASES

# Overview

## Who



### Loyalty Payment

Creation and management of **Loyalty Programs integrated** with the most advanced **payment** systems.



### Digital Distribution

Ready solutions to increase sales of **digital products**.



We are in:  
**Rome and Milan**

## What



Thanks to Domec Tools™, the **patented SaaS cloud platform**, we support our partners in the path of digital payment innovation through a unique offer of Value Added Services.

On top of platform services we also deal with:

- **Legal Support** Prize Contests
- **Catalogue of prizes** and logistics
- **Creativity** and Media Planning
- **Search Partners** and affiliation stores

## How



Domec platform  
Tools™ is covered by  
Italian patent



Best collaborative  
FinTech - Università  
Cattolica 2017



Best Collaborative  
Fintech Gaetano  
Award in 2017



Top 6% “Best 5  
Stars Early Metrics  
Start-Ups”



Quality Certification  
UNI CEI EN ISO IEC 27001:2017  
UNI EN ISO 9001:2015

# Use Cases of: Loyalty Payment

# A.C. Milan: Cuore Rossonero card



## Need

A.C. Milan has turned to Domec to improve the processes of management and sale of the Tifoso Cuore Rossonero card and to expand the services related to the card.

The Cuore Rossonero card is the fidelity card of Milan that offers the opportunity to access exclusive ticket services and promotions, to give the opportunity to the fan to live widely the passion for his football team.

# Domec's solution



Domec has made available to AC Milan its experience in building **loyalty paths**, in addition to the technological structure properly **integrated with the online payment systems** of the brand and the **loyalty program** already in place, to expand the functionality of the card, and offer the final customer the possibility of:

- Buy your subscription both online and at Casa Milan
- Receive the Card directly at home
- Change the name of subscribers
- Make purchases with the card on all pre-sales and receive discounts on merchandising

# La soluzione di Domec



Domec manages for AC Milan **all the production part of the Fidelity Card Cuore Rossonero**.

Thanks to an internal team, the Brand benefits from the **integrated management** that goes from printing, customization, wrapping and posting of cards, optimizing time and costs. But it also deals with the postage, labelling and compilation of postal forms, relieving the Brand from all the practices necessary for the management of outgoing mail, and the part of Customer Support.



# Vantaggi ottenuti con la soluzione Domec



Con With the help of Domec, A.C. Milan has expanding the offer of services related to the card. In addition, the entire process of buying and selling cards has been automated, specifically today the Fan Card Cuore Rossonero you can buy it online and at Casa Milan, and receive it directly at home.

In addition, Domec manages for AC Milan **all the production part of physical cards**, following the customer throughout the life cycle of the product: from the initial stage of order and printing, through shipping and logistics up to the service of Customer Support.

# Autogrill: Again Cafe and Again Ciao



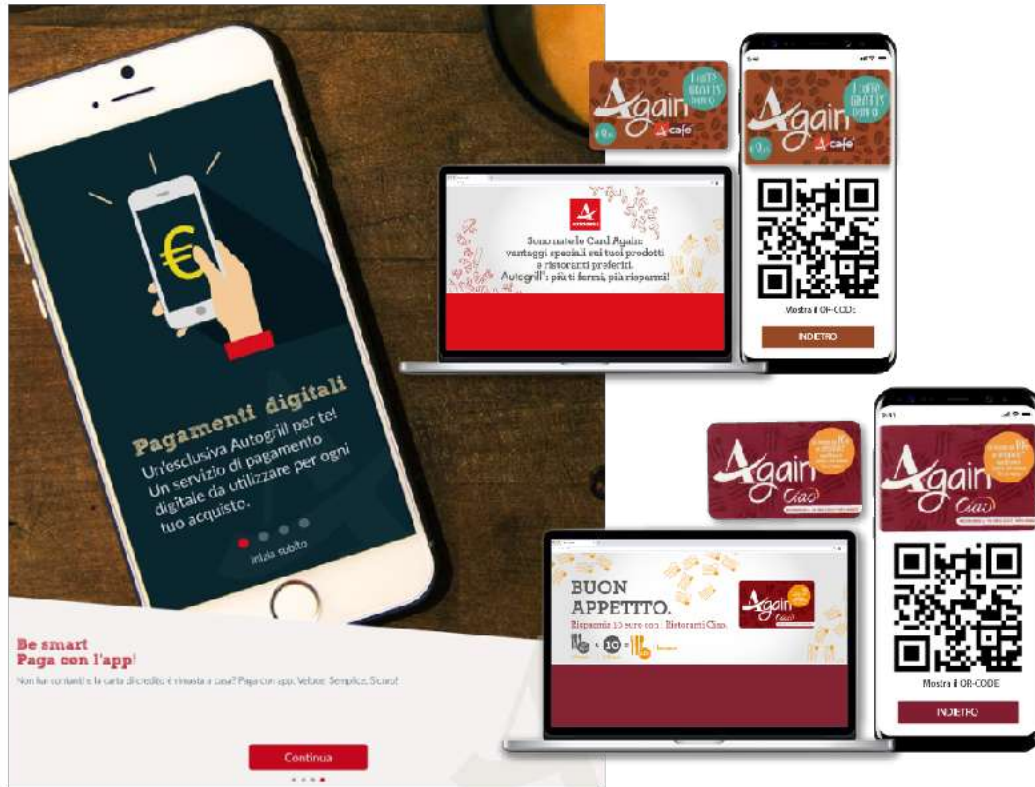
## Need

Autogrill has turned to Domec for the **realization of two loyalty programs linked to Again Cafè and Again Ciao cards**, with the aim of:

- supporting up-selling and cross-selling actions on different targets;
- engage buyers and brand lovers;
- increase the value relationship with its consumers;
- enrich the proprietary database with behavioural information useful for subsequent targeted CRM activities;
- start the digital transformation process of your subscriptions;



# Domec's solution



Domec has made available to Autogrill its experience in building projects and loyalty paths and **has developed the entire reward program** linked to the Again Cafè and Again Ciao cards, below some features:

- **Again Cafè** is the prepaid subscription card that allows the purchase of coffee at a discounted price.
- **Again Ciao** is the customer loyalty program based on a free card without any additional cost for its use, useful to the customer to accumulate points for each expense made at the Ciao stores (1 point for every 15€ spent) and to receive 10€ to be used on the next expenditure once the threshold of 10 points has been reached.

# Advantages obtained with the Domec's solution



With the help of Domec, Autogrill has a loyalty program consistent with its commercial and strategic vision. By inserting the two different types of digital cards for specific targets, it allows customers to dematerialize physical cards and to use **digital fidelity cards as payment tools within the network**. It offers a more engaging shopping experience with a **really simple use mechanism: buy, get a benefit and redeem when you want**. It also obtains daily data and strategic information about its customer base.

# BPER : “Le vie del commercio di Lanciano”



## Need

BPER has entrusted to Domec for the implementation of a program of territorial loyalty (geolocalized), with the objective to strengthen the relationship between the Bank, the consortium and the relative commercial realities adherents (holders of a BPER account) and their final consumers.

The need is to have a loyalty program **useful to increase the business of those involved** and offer final customers the opportunity to pay and accumulate benefits to be used anywhere in stores participating in the initiative.

# Domec's solution

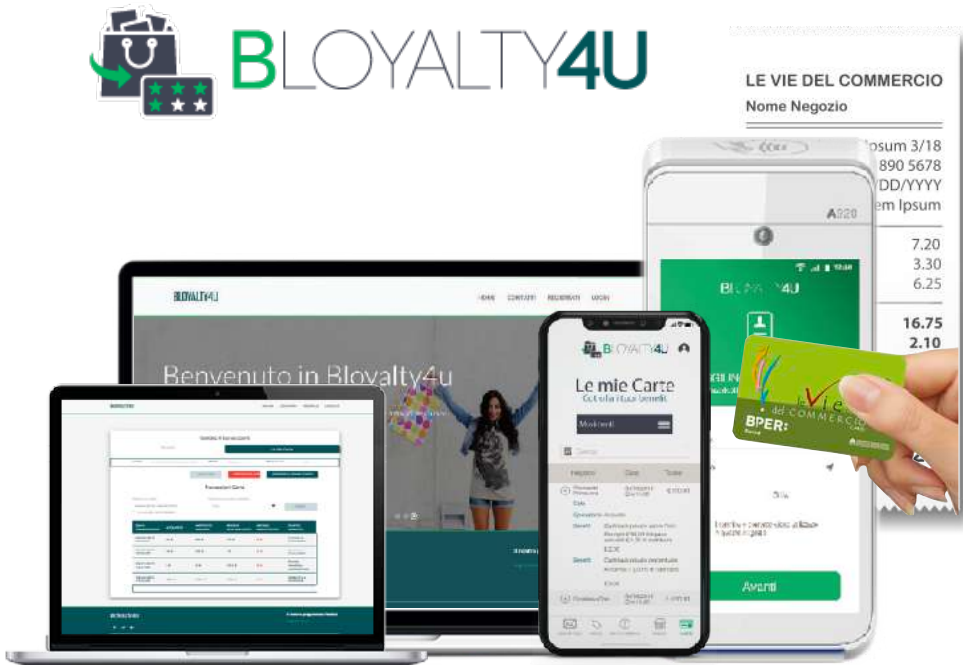


Domec has provided BPER with its expertise in building loyalty and payment programs, providing a **territorial loyalty program** thanks to which **customers are encouraged to use it because they can earn and redeem the benefits in any store in the city of Lanciano.**

The commercial activities have no cost of membership except the discount for the benefit of the citizen and a small commission of service. Discount and commission are charged only after receipt. In addition, Domec has provided **useful digital tools** for the management and monitoring of the internal program.



# An overview of digital tools



## For the customer

Through **the website and the APP**, the customer has the opportunity to check the list of movements of benefits and on which stores has obtained the cashback or discount. Also, with the **Vie del commercio Card** has the ability to accumulate points that are redeemed immediately in cash to be used within the network.

## For Merchants

The APP installed directly on the POS (BPER) is useful in the recognition of the customer and able to provide cash back, discounts and instant win on transactions. In addition, through the website the operator has the possibility to view the list of transactions.

## For the Consortium

Through the website the Consortium has the possibility to:

- manage the entire loyalty program
- update and consult the lists of sales points
- manage the activities necessary for charging costs and credits of receipts to points of sale

# Advantages obtained with Domec

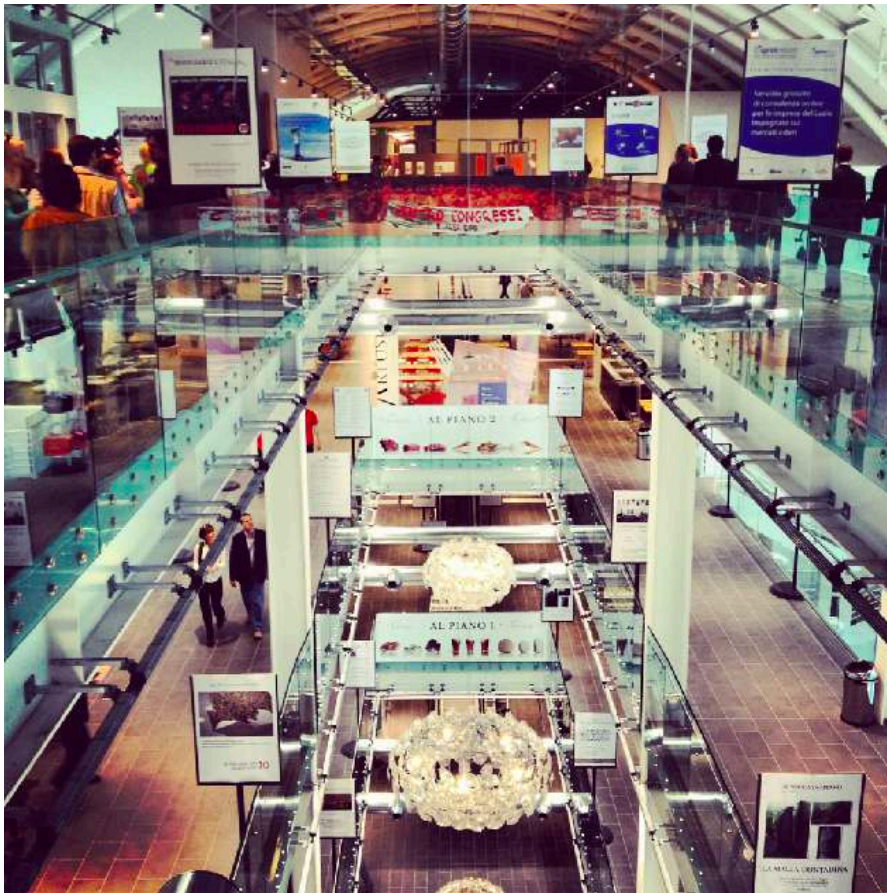


With the help of Domec, BPER Banca and the Consortium of the city of Lanciano today have a **useful program for the development and promotion of the territory** to protect small local businesses, offering citizens the opportunity to pay digitally, accumulate benefits to be used anywhere in member stores, staying close to home.

In addition, through digital tools, the Consortium and the Exhibitors can analyze the purchasing behavior of customers and to launch targeted and profiled marketing actions, while the Bank has encouraged the use of its services in commercial activities.



# The Eataly Cards



## Need

Eataly turned to Domec for the management of the entire **payment and loyalty program** related to **Eataly Cards**, with the need to increase the involvement of its customers in the use of cards at the network of stores, with the aim of:

- expand the functionality of loyalty cards by starting the process of digital transformation;
- increase the value relationship with its consumers;
- enrich the proprietary database with useful buying behavioural information for subsequent targeted CRM activities.

# Domec's solution



Since 2015 Domec has been the official partner of the Eataly Brand for all stores in Italy and Europe (UK), supporting it in the management of the entire loyalty program, including the **supply** of physical **cards and card holders**. Thanks to its experience in the field of loyalty and payment, Domec has provided a complete solution suitable for the whole circuit of the brand's stores, transforming the **Eataly Card** into a **digital purse**.

**The fixed or variable amount cards**, can be recharged whenever the customer wants, these are not connected to a bank account of departure, are easy and immediate to obtain and allow to accumulate credit from different sources (e.g. loyalty or cashback points), these are anonymous and are not subject to transaction fees by the financial system.



# Advantages obtained with the Domec



With the help of Domec Eataly has:

- **improved the customer purchasing experience** within its network of stores;
- **expanded the functionalities of loyalty cards** in private payment cards without any technological impact;
- acquired **strategic data and information** on its customer base;
- **full service**, ranging from the **production of cards** and card holder in eco-friendly material up to the customer support service;

# Green Pea Membership Program



## Need

With the aim of improving the experience of consumers, Green Pea has created an exclusive program called "Green Pea Membership" that enhances and rewards the relationship of customers through benefits, designed on the basis of their interests. Domec immediately became part of this important initiative as an official partner, supporting the brand in the field of **Loyalty Payment**.

# An overview of Domec solutions



## Card, Card holder and Exhibitors

Realization and management of all the supply related to the communication material within the point of sale, such as: Card, Card holder and counter displays. The brand was followed by the initial phase, for the identification of eco-friendly materials, up to the design phase and its delivery and logistics within the store.



## Digital Wallet

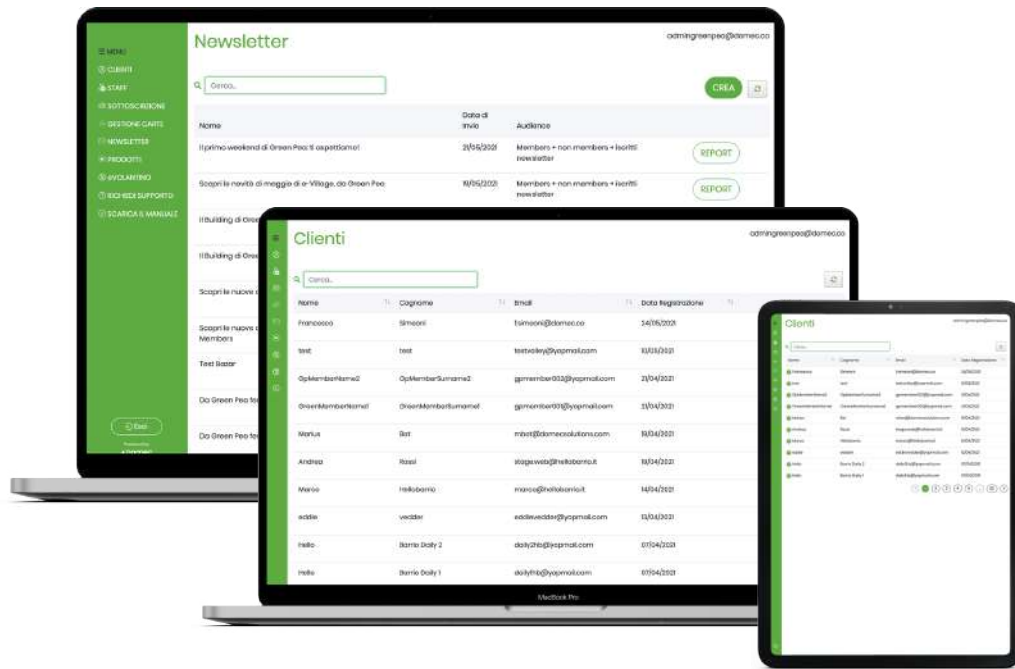
The electronic purse that aims to replace the physical wallet with a digital one, directly connected to the Membership Card (physical and digital). It contains several payment instruments, but also numerous services that the customer can access that allow:

- pay in the store, for example by approaching the phone to a contactless POS;
- contain and enjoy points, or status related to interactive missions;
- virtualise the Membership Card by charging, sending money to another Member.

A unique solution that combines the basic need to identify and recognize a Members also the opportunity to generate multiple useful KPI for the Brand.



# An overview of Domec solutions



## Sales Tool and Marketing Automation

Usable both from Tablet and PC, useful for the optimization of the work of internal resources in Green Pea. Unique Tool that offers the possibility to manage all the data and sales of the different types of cards and to use customer data to send personalized communications, through the integrated tools of campaign management and marketing automation.

### Detail features

- **Customer Area:** thanks to a simple and functional interface, the Green Pea staff is able to collect all the information necessary for **issuing** and **selling the cards**. It also has the possibility to consult and manage the data relating to the customer and Membership, such as: proceed **to charge** one or a set of cards, change the status, make a **credit transfer** from one card to another.
- **Marketing Automation:** to create, manage and convey the different types of communication campaigns to specific audiences. Thanks to the **integration** of the Tools with **the different payment systems in store and online**, such as **Website and App**, all the data flows into the system, already segmented by channel of origin and target, ready to be used to send targeted communications to the target cluster.



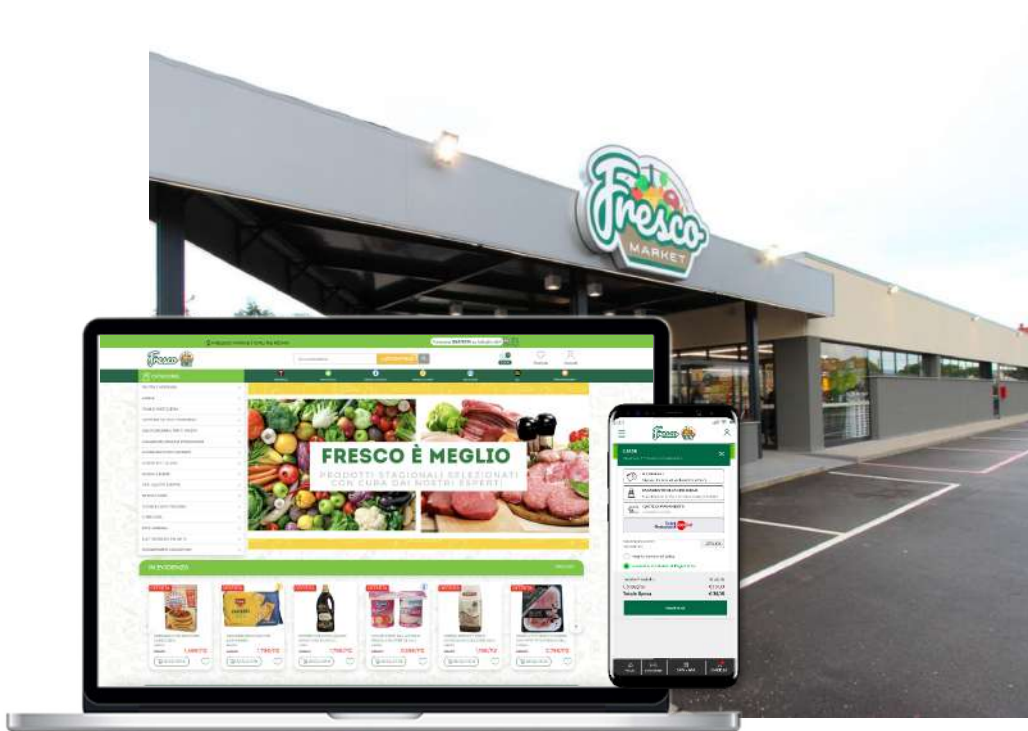
# Advantages obtained with Domec



With the help of Domec, Green Pea has a multichannel tool safe and integrated with the different physical and digital payment systems, valid virtual assistant useful for customer retention and customer engagement that enhances the belonging and exclusivity of the brand, able to acquire daily data and strategic information on its customer base. A single solution that includes:

- a branded and accepted payment instrument within the premises of Greenpea;
- customer retention and customer engagement tools;
- a useful tool to encourage spending;
- a useful tool for generating Kpis on its customer base;
- tools for the sale and management of concierge services, for campaign management and marketing automation;





## Need

Consumption in large retailers has new scenarios and Fresco Market is called to intercept the demands of consumers that change. The transformation of lifestyles and purchasing methods has placed the Brand in front of the need to respond to a wider range of needs, including the need **to improve the customer's shopping experience** on its digital channels.

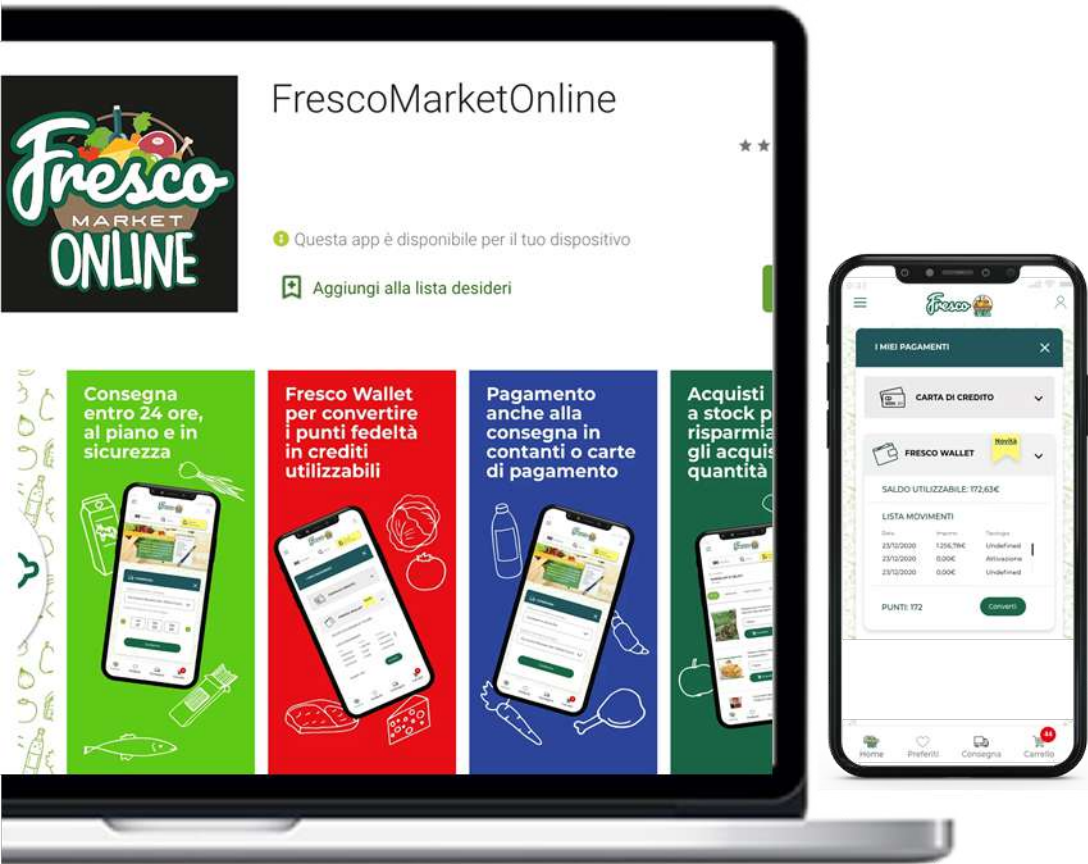
# Domec's Solution



Domec has made available to Fresco Market the different internal teams, supporting the Brand in the different areas and phases. The Communication and Design area has developed for Fresco Market all the part of UX (User Experience Design) and UI (User Interface Design) of the new e-commerce portal and its APP and has created the graphics of all the materials useful for the communication and promotion of the new site, such as: posters, digital banners, display formats for ADS, and Screen for publication on Android/IOS stores.

Furthermore, through its technological structure, Domec has **optimised the digital payment services** available in **physical retail outlets and online channels**, in order to offer the end customer the possibility to pay, through the use of private cards, shopping vouchers and **digital wallets**.

# Advantages obtained with Domec

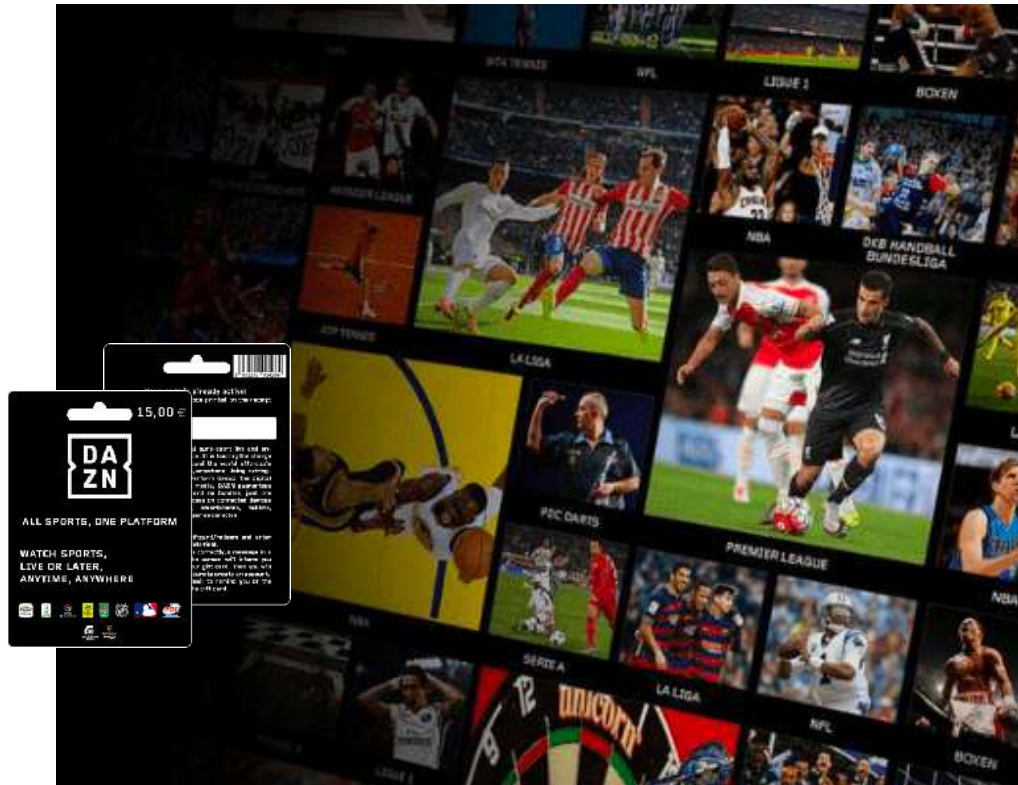


With the help of Domec, Fresco Market has improved the purchasing experience of its customers by introducing new digital payment tools, such as the **Digital Wallet**, which offers the possibility to the customer to convert loyalty points into usable credits, and has benefited from consulting and **graphic and creative support**, from the development to the launch of the new e-commerce portal and its APP.

# Use Case of: Digital Distribution



# Digital subscriptions



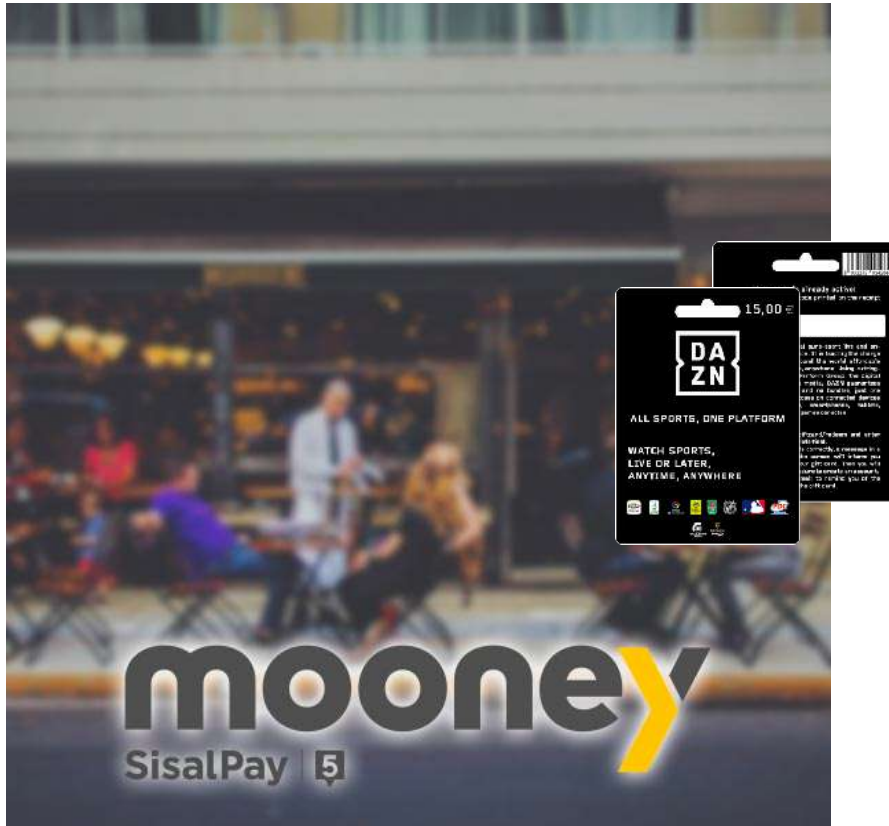
## Need

**DAZN** contacted Domec for the distribution of its digital products, DAZN subscriptions, within a wide network of physical stores.

The goal is to increase the sale of DAZN products also towards a target of buyers who usually does not shop online and is not familiar with digital payments.



# Domec's Solution



Thanks to the partnership with Mooney, Domec offered DAZN a **turnkey service for the distribution and sale of its subscriptions within the circuit**, which today consists of a network of **over 45,000 stores** such as: bars, tobacco shops and newsagents. Domec has followed the entire sales cycle of the digital product, from the drafting and closing of the contract, to the technological integration, to the realization of promotional materials up to the reporting and analysis of sales data.

With the innovative technological system of Domec the customer after completing the payment in cash of a subscription DAZN, within one of the points of sale adherent to the circuit Mooney, receives the alphanumeric code (so-called PIN) directly on the receipt of purchase, together with the manner, terms and conditions of use.

# Advantages obtained with Domec



Thanks to the inclusion of digital products in all stores belonging to the Mooney service, today DAZN has:

- increased brand visibility and sales;
- expanded the target of buyers, also targeting those who are not familiar with digital payments;
- a complete service for all the phases of the digital product distribution process, from the initial phase up to the distribution to the end user.

# Voucher and Gift Card

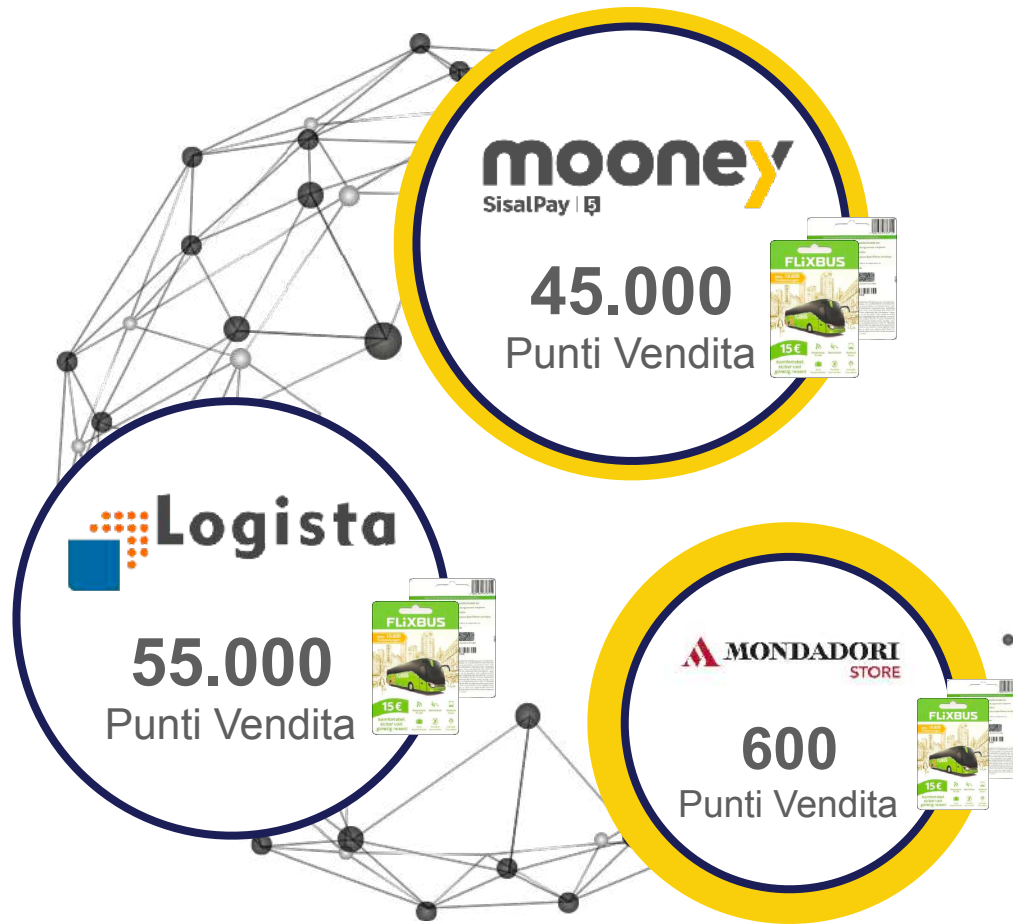


## Need

**Flixbus** contacted Domec for the distribution of its digital products, such as Vouchers and Gift Cards, within a wide network of stores.

**The aim is to increase distribution channels and their target audience to target even consumers who do not usually shop online and also allowing cash payment.**

# Domec's Solution



Domec has offered to Flixbus a **ready service** for the **distribution and sale of digital products**, placing them in Italy, in the stores belonging to **the Mooney circuit (Sisalpay) and Mondadori Store**, and in France within the network of tobacconists managed by **Logista**.

Domec has followed for Flixbus **the entire sales cycle** of digital products, from the search for partners to technological integration, to the creation of promotional materials, to the reporting and analysis of sales data.



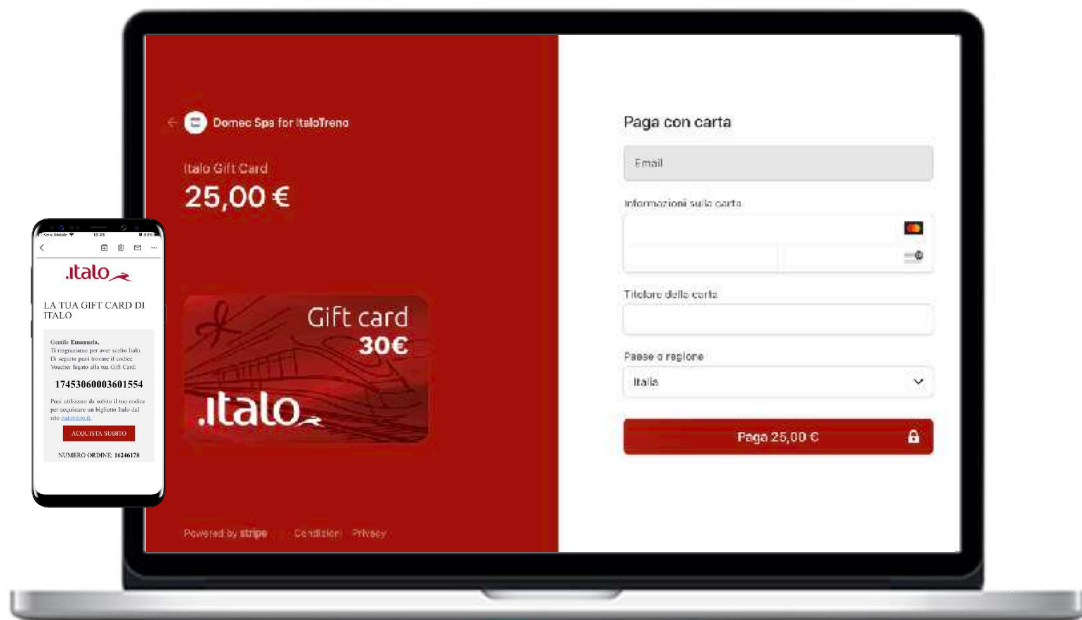
# Advantages obtained with Domec



With the innovative technological system of Domec, safe, simple and immediate, the customer after completing the payment in cash, within one of the stores belonging to the circuits, receives **the alphanumeric code** (PIN) directly on the purchase receipt, together with the terms and conditions of use of the Voucher or Gift Card. Thanks to Domec's contribution, Flixbus has:

- increased sales on alternative channels on which it was not present
- expanded the target of buyers, also targeting those who are not familiar with digital payments
- full service, for all the phases of the process of selling their digital products (gifts)

# Italo Gift Card of the Program “Italo Più”

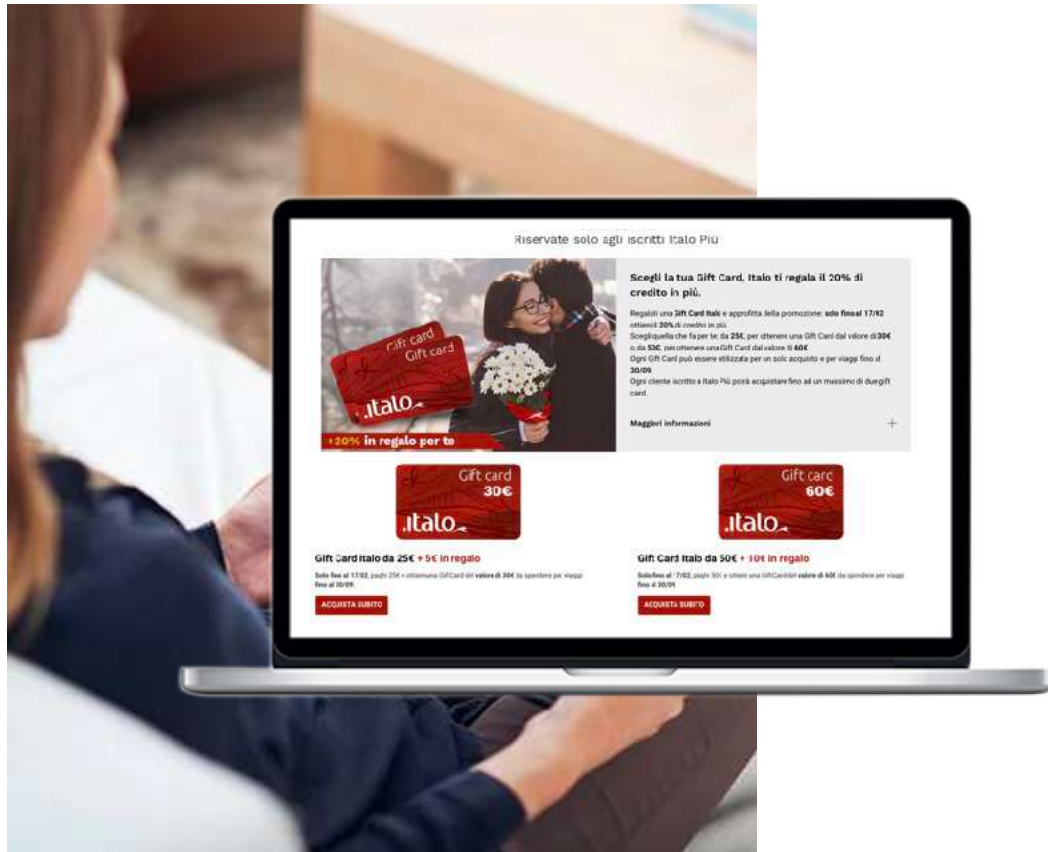


## Need

**Italo** contacted Domec for the **realization of all the sales flow** of the Italo Gift Cards at fixed amount, present on the ItaloTreno.it website, and addressed to a specific target, that is, all the customers registered on the “Italo Più” loyalty program.

The need was also to maintain compliance with company policies on security and processing of customer data.

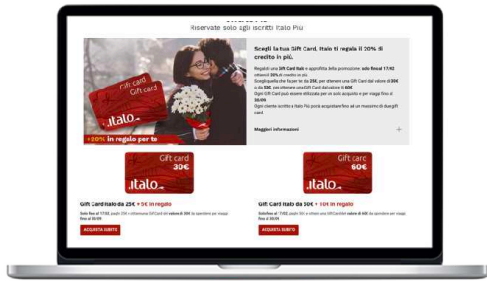




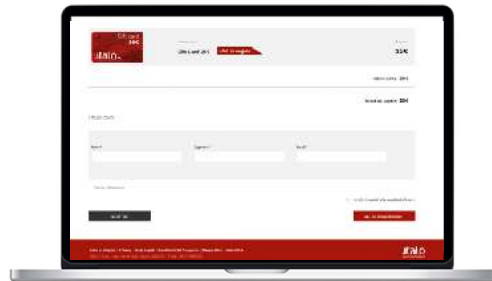
Domec has made available its technological structure through the integration to the Stripe payment platform, this allowing the **acceptance of users' electronic money instruments** in an easy and secure way.

Specifically, to make the Gift Cards affordable to the customer without leaving the website [italotreno.it](http://italotreno.it), Domec has activated and configured all the useful applications for the sale and virtual distribution of Gift Card codes, as well as the complete integration of its systems with **Stripe** applications to give the possibility to users in target to make payment respecting all the requests of the brand.

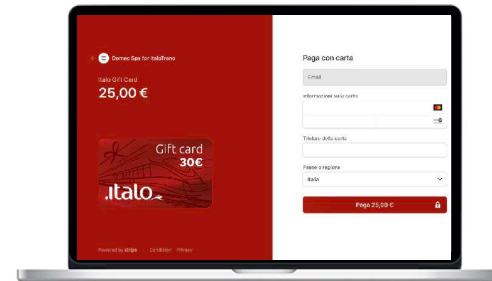
# Italo Gift Card purchase process



The user accesses his Italo Più account and finds the active offer to buy the Gift Card. Clicking on **"BUY NOW"** the user lands on the purchase page, appropriately inserted in the platform Domec Tools <sup>TM</sup> but branded in graphics Italo

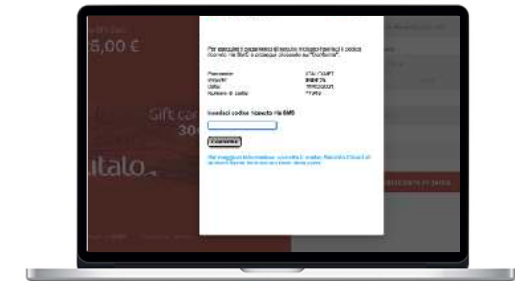


On the purchase page, the user enters their data and/ or confirms data already existing and deriving from the Loyalty account. Here the user can also decide to **give the Gift Card**. After accepting terms and conditions of use, the user passes to the payment process.



The payment process takes place in the Stripe platform, for this purpose branded Italo.

Here the user must enter their card details and confirm the payment.

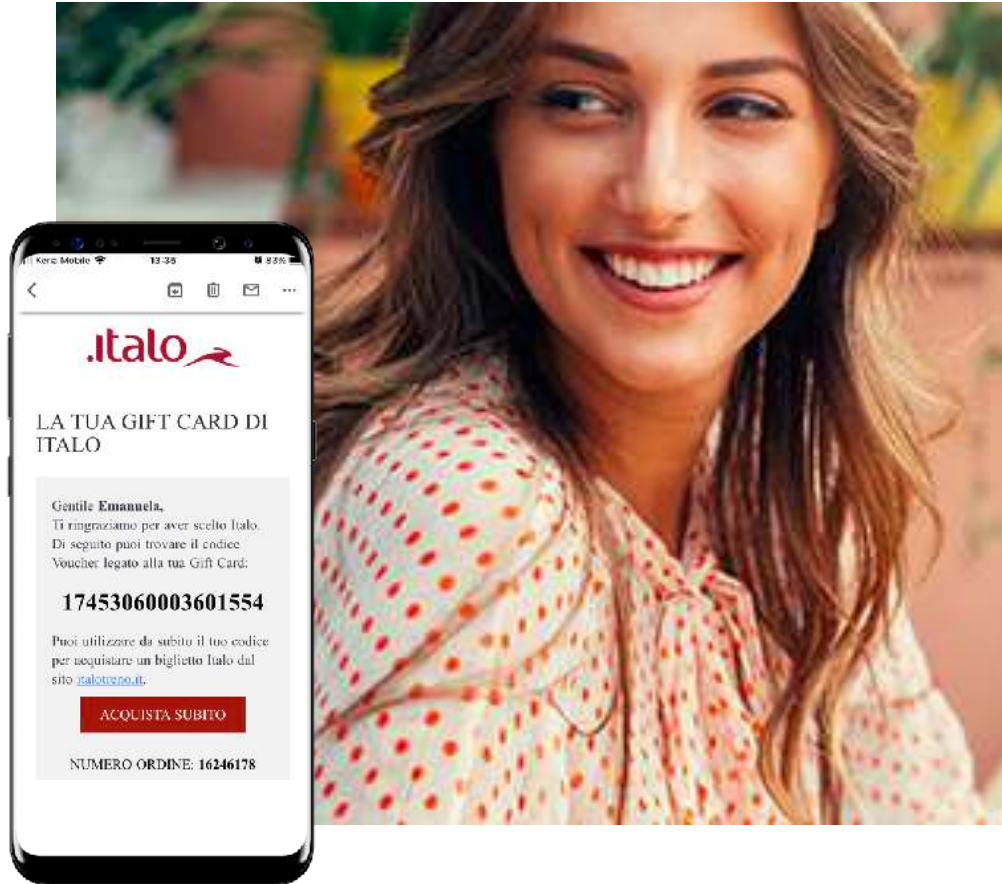


Depending on the type of card and its circuit, the user will see the method of payment authorization.

At the same time, the user will receive two emails on their account: the **receipt** of payment generated by Stripe and the voucher of the Gift Card generated by the Domec system.



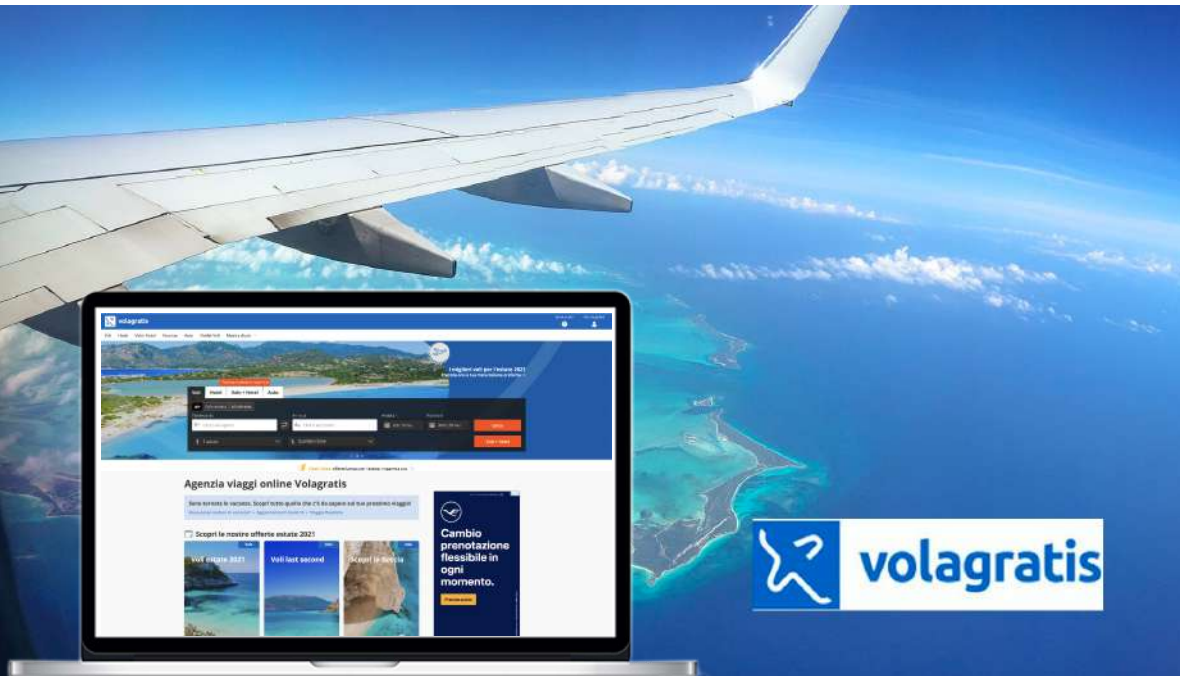
# Advantages obtained with Domec



With Domec, payment is now simple, fast and secure, thanks to the integration with the well-known **Stripe** platform, in compliance with the criteria of use, security, privacy and brand guidelines.

Thanks to the construction of the new payment flow, Italo offers its customers a service calibrated according to their habits, with a dedicated service.

# The Gift Card



## Need

**Volagratis** contacted Domec to increase the distribution of Digital Gift Cards, packages consisting of flight + hotel, for the following denominations: €50, €100, €150 and €200, within a network of physical points of sale.

**The goal is to increase distribution channels** and their target, to address also consumers who do not usually make purchases online, also allowing **cash payment**.



# Domec's Solution



Thanks to the partnership with **Mooney**, Domec offered the Brand a **ready service for the distribution and sale of Gift Cards** within the circuit, which today consists of a network of **over 45,000 stores** such as: bars, tobacco shops and newsagents. Domec **followed for Volagratis** the entire sales cycle of digital products, such as:

- the drafting and closure of the contract;
- verification of feasibility and timing;
- the configuration, testing and activation of digital codes following payment;
- reporting and analysis of sales data.

# Advantages obtained with Domec



## Acquista la tua Gift Card Volagratis nei punti vendita

Acquista le Gift Card Volagratis nei punti vendita  
nei negozi della  
lunga, Feltrinelli

Scopri



With the Domec technological, safe, simple and immediate system, the customer after completing the payment in cash, within one of the stores belonging to the circuit, receives the alphanumeric code (PIN) directly on the purchase receipt, together with the Gift Card's terms and conditions of use. Thanks to the inclusion of digital products in all stores belonging to the Mooney service, Volagratis has:

- increased brand visibility and sales;
- expanded the target of buyers, also targeting those who are not familiar with digital payments;
- a complete service for all the phases of the digital product distribution process, from the initial phase up to the distribution to the end user.

# Gift cards and charging service

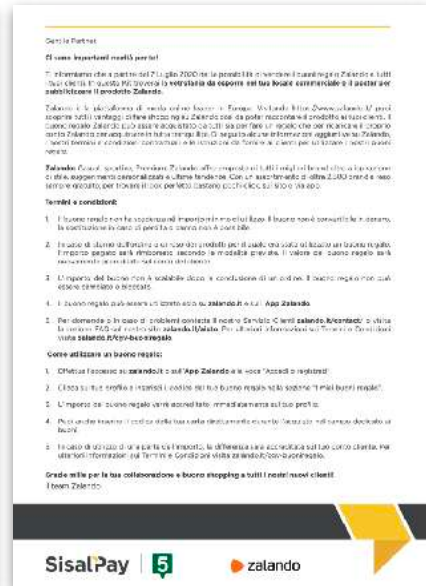


## Need

**Zalando** contacted Domec for the distribution of their Gift Cards within a wide network of physical stores.

The goal is to increase sales of Digital Gift Cards of the following denominations: 25€, 50€, 75€ and 100€, also towards a target of buyers who usually do not make online purchases but also to offer Zalando customers the **possibility to reload their account with any variable amount** (e.g. 33.50 euros to pay exactly the order placed on Zalando)

# Domec's Solution



Thanks to the partnership with Sisal Pay | 5, Domec offered Zalando a **turnkey service for the distribution and sale of Gift Cards**, within the circuit, now called Mooney and composed of a network of **over 45,000 stores** such as: bars, tobacconists and newsagents. **Domec followed for Zalando** the entire sales cycle of digital products:

- the drafting and closure of the **contract**;
- **technological** integration;
- the creation and dispatch of special promotional kits to **Merchants**;
- Reporting and Analysis of **sales data**



# Advantages obtained with Domec



Thanks to the inclusion of digital products in all points of sale participating in the service, Zalando has:

- increased brand visibility and sales;
- expanded the target of buyers, also targeting those who are not familiar with digital payments;
- a complete service for all the phases of the digital product distribution process, from the initial phase up to the distribution to the end user.

# Our collaborations



# Thanks!

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