

The Navigator Loyalty Program was launched on February 1st, 2008 by LOTOS Paliwa. It is in operation at all petrol stations owned by the concern and its partners. Altogether 200 facilities take part in the program. It is intended to be a promotion for the regular customers of LOTOS who can earn from a specially selected collection of awards which may be received directly from petrol stations. No orders and no waiting.

### Program rules

The LOTOS Paliwa Loyalty Program is directed at customers who make purchases at Navigator petrol stations in person. It is possible to join the program after making an eligible purchase. Awards may be collected only after prior fulfillment of the application form. The application forms are available at the petrol stations where the participant is also able to hand them in. Next, over a period of fourteen days, data is gathered from the form and transferred to the participant's card and account. According to the program's regulations, each participant may receive only one card with an individual number, which is also the Comarch Loyalty Management number. Once the account is open, participants receive the points from the first transaction that enabled them to join the program.

The program will be run in annual editions, within which the participants may make use of the loyalty points gathered on their accounts. It is possible to transfer the points in compliance with program rules.

Prizes may be collected only at the petrol stations taking part in the program – it is not possible to receive them by post. Before the prize is collected the current balance of the participant's account is confirmed and verified as to whether the customer is eligible to receive that particular prize. When receiving the prize the participant pays an additional amount, as determined by the catalogue (1 grosz or more, if the number of exchan-



ged points is lower). When the participant accepts the prize, the particular number of points is deducted from his account. This takes place prior to any additional payment of an appropriate value.

### Data exchange in the program

The program operates on the basis of loyalty cards, which are used for the identification of participants. A registered card may also be used to identify participant in order to facilitate the issuance of VAT invoices. Data concerning the balance and transaction history of the loyalty card is not stored on the card but rather gathered in the central system that is available to LOTOS Paliwa.

The system has been implemented based on an off-line architecture. Loyalty transaction data is registered in the cashier system and in the petrol station terminals. The terminals store data in their own memory until they are synchronized with the Comarch Loyalty Management system. Simple loyalty bonuses are serviced locally, whereas in the case of those more complicated, loyalty points are accumulated on customers' accounts only in the central system. The redemption process is always conducted on-line, because it is necessary to verify whether the customer has accumulated an appropriate number of points. Redemption is not possible without a connection to the Comarch Loyalty Management central database.

## Case Study

### Implementation

Comarch Loyalty Management as implemented by LOTOS guarantees the organizer the possibility of centrally managing the program. It is responsible for processing data from the integrated cashier system implemented in the company's petrol stations as well as the loyalty terminals. This guarantees the very precise exchange of data with the company's other systems that service customers directly at the petrol stations.

Due to the universal character of the system, made possible thanks to its modular structure and broad scope of parameters, Comarch Loyalty Management is fully adjusted to customer needs.

In the dedicated LOTOS Paliwa application, the following have been used: an administrative application used for system management, a B2C application - rendering the loyalty data available for the registered participants of the program, a B2B application - rendering the available loyalty data, statements, reports, warehouses for particular stations and the logistics module that enables control over the balance of rewards at the stations.

The system is hosted in the Comarch Data Center in Kraków, and the entirety of work devoted to the realization of the project has been carried out in four months.

### Results

*The implementation of the loyalty program resulted in an increase in the volume of petrol sales by between 10%-20% by the end of 2008. We are very pleased with this outcome – says Hanka Krzyżańska, the CEO of LOTOS Paliwa.*

*In January 2009 more than 900,000 Navigator cards were issued and the number of new participants is continually increasing – says Magdalena Jurdziak, the Director of Marketing at the company. – We assume that in the 2Q of this year there will be one million Navigator cards on the market.*

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Comarch Spółka Akcyjna with its registered seat in Kraków at Aleja Jana Pawła II 39A, entered in the National Court Register kept by the District Court for Kraków-Śródmieście in Kraków, the 11th Commercial Division of the National Court Register under no. KRS 000057567. The share capital amounts to 7,960,596.00 zł. The share capital was fully paid, NIP 677-00-65-406  
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