

**COMARCH** CRM&MARKETING



**COMARCH LOYALTY  
MANAGEMENT IMPLEMENTATION  
AT BP GLOBAL**



# BP GLOBAL

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BP p.l.c. is one of the world's leading international oil and gas companies, providing its customers with fuel for transportation, energy for heat and light, retail services and petrochemical products for everyday use. The BP group operates across 6 continents, and its products and services are available in more than 70 countries. BP employs 79,800 people (31 December 2015). The group operates 17 refineries (wholly or partly owned) and has 17,200 service stations worldwide. The company owns 5 key brands: BP, ARAL, Castrol, ampm and Wild Bean Café. The BP international headquarters is located in London.



## BUSINESS CHALLENGES

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The fuel business is one of the most competitive markets. BP was one of the first to decide to run a loyalty program on such a scale, and after almost a year long tendering process Comarch was chosen as the IT platform provider (among 20 other vendors). The main goal was very simple – a single global IT platform for all countries. Comarch's co-operation with BP began in 2002, when an agreement was signed for supplying BP Poland with a loyalty solution. As a result of the success of this project, in 2005, Comarch signed a global agreement with BP and from that moment implemented the Comarch Loyalty Management (CLM) solution in Germany, France, Spain, Portugal, the United Kingdom, Austria and the Netherlands.



THE MAIN GOAL OF THE CLM SYSTEM DEVELOPED BY COMARCH FOR BP GLOBAL IS TO INCREASE THE ATTRACTIVENESS OF THE OFFER DIRECTED TO BP CUSTOMERS AND TO HELP STRENGTHEN CUSTOMER LOYALTY, AND ALSO:



keep the current customer base



increase sales of non-petrol products



gain new customers (and to respectively increase sales)



increase company prestige by building individual relationships with customers



increase sales to current BP customers



decrease marketing costs



increase company market share by using modern marketing methods

## PROGRAM RULES

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The Comarch Loyalty Management system is an advanced combination of business applications, allowing BP to construct a wide range of comprehensive and unique loyalty programs. The solution supports the management of BP programs, which operate in different models: multi-partner as well stand-alone. The system is integrated with one of the largest multi-partner loyalty programs known as "Payback", which is present in Poland and Germany and "Nectar" in the United Kingdom. Comarch's system interfaces with primary systems enabling customers to freely exchange points, after their conversion, for rewards available in the Payback and Nectar catalogue. Customer identification in the programs is based on the loyalty program's magnetic cards as well as co-branded cards and key fobs. Loyalty points

are issued to a user's account based on the amount of fuel purchased and the value of the products and services offered by BP as well as specific events such as: a customer's birthday, exceeding a defined expenditure level, frequency of visits and many others. Program members can exchange collected points for a wide range of rewards which are available in the reward catalogue, or they can redeem their points as vouchers or discounts.

Redemption of points for rewards is possible at service stations, via SMS, a dedicated B2C website or by calling the call center. All necessary information regarding loyalty points acquired in a transaction are printed on a receipt together with the account's balance.

## BENEFITS

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The following implementation concept helped BP to build a competitive advantage on the petrol market and to become one of the most recognizable loyalty programs for customers. The most important benefits, which BP Global gained thanks to cooperation with Comarch are as follows:

- migration from an off-line to an on-line system (no customer database replication is performed, no need for system shut down), detailed transaction information (account, card, member),
- basket communication, points to be booked, date, every item purchase,
- sophisticated promotion designer - no limit for marketing ideas,
- targeted and personalized real-time marketing messages and coupons,
- shortened promotion definition workflow,
- targeted offers based on customer segments related to transaction history,
- on-line card migration from old solutions,
- report engine - new philosophy based on templates and report generator,
- standard system and easy to change to stand-alone or coalition,
- new features prepared specially for BP e.g.:
  - gift lotteries,
  - "I owe you" coupons (delivered in case a customer didn't present his/her loyalty card),
  - Comarch on Site Management Application,
  - mini Content Management System (CMS),
  - instant wins.

Effective customer database management, short implementation time and service simplicity are all essential system advantages. Applying the outsourcing model allows for a decrease in operational costs and has a large impact on the ROI of the implemented solutions. On the other hand multiple ideas created by BP, and a fruitful cooperation contribute to the continuous and dynamic development of the Comarch Loyalty Management platform.

## THE SOLUTION

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The system provided by Comarch met all of BP's needs and requirements. Comarch delivered a different scope of functionalities for each BP country while maintaining the corporate standards, requirements and legal aspects of the local market at the same time. Additionally, each country implemented a unique loyalty program with individual operation models and separate loyalty programs creating independent promotions, redemption rules and marketing messages. The system modules implemented at BP included: Business Administration, Contact Center, Logistic Module, Business to Business Application and On-site Application (specifically developed only for the project at BP).

## IMPLEMENTATION

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A unique aspect of the project for BP is that it runs on a single IT platform which serves all their European programs. The system is hosted in the Comarch Data Center located in Krakow headquarters. BP also uses DRC services provided by the second Data Center in Warsaw. Comarch not only provided a software solution but a wide range of professional services: consulting, development, customization, maintenance, account management and promotion creation services. Comarch provided integration with the POS system, 3rd party master loyalty systems, CRM, ERP systems, external analytical tool, SMS gateway, e-mail server and letter shop. An important element of the whole project was also to migrate data between the previous and the newly implemented systems. All the above mentioned implementations fully operate in the on-line mode.



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We have built a truly trustful relationship with Comarch and I am pleased to see all local BP branches satisfied with this relationship. The work we have done together has fully satisfied our expectations and by this I mean on a global and local level. Comarch's specialists have huge experience and are always full of innovative ideas on how to make the program even better and more attractive.

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**Olivier Martinet, Marketing Director at BP Europe**  
in charge of the B2C network development

## ABOUT COMARCH

Comarch has over twenty years of experience in designing, implementing and integrating state-of-the art IT solutions. The most important aspect offered to the largest enterprises is a comprehensive suite of IT solutions and professional services, which can help to build and manage loyalty programs, create rich consumer experiences and personalized interactions across multiple touch points, automate marketing processes and, finally, boost profits. Our software supports the entire loyalty value chain. Comarch has multi-industry experience, gained through work with over eighty clients, including FMCG companies, telecoms, financial institutions, travel companies and many more, such as JetBlue Airways, Heathrow Airport and BP. The offer also includes big data analytics and innovative customer engagement systems based on gamification, which increase profits and strengthen relationships between customers, partners and the brand.