Be U Rewards: A customer loyalty project, in six countries and six currencies by Qivos

Qivos has recently designed and executed another international project in the field of customer loyalty, on behalf of Beside Group.

Beside Group has a strong portfolio of many successful brands, such as Diesel, Diesel Kids, Fred Perry and Pinko, with thousands of customers visit physical stores every day, in six Middle Eastern countries.

Be U Rewards is a customer loyalty program, implemented by Qivos currently runs in the United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Bahrain, and Egypt. It is available in two different languages, allowing member to choose the one they prefer. It supports six different currencies, operating through the Qivos Cloud.

The SaaS Qivos Cloud platform helps marketers to get to know the consumer behavior and enhance more effective communication between the brand and the shopper. Thus, it increases consumer loyalty, through the smart management of customer data, creating measurable added value for businesses.

The Be U Rewards program has been designed in three main pillars: Convenience for the consumer, personalized communication, and multiple benefits for the member. As part of integrated cross-channel actions, the connection of the program with 3rd party Health & Wellness app (Step Counter) has been achieved.

This all-new multi-currency customer loyalty project verifies once again that Qivos' technology and know-how keep developing to serve clients all over the world.

About Qivos

Qivos is a marketing technology agency, with 16 successful years and international presence in 8 countries. It has received numerous awards as the Loyalty Agency of the Year and is internationally referenced as one of the leading companies in its field (Forrester Loyalty Marketing Report, Transparency Market Research). It has developed the Qivos Cloud, an in-store (SaaS) platform that enables marketers to identify shoppers in the real world, analyze their behavior and connect with them in real-time like they do in the digital world.

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