

The Media Markt chain of stores has chosen Manzana Loyalty based on the CRM system for its Loyalty Program – Smart Shopping



Media Markt, a chain of hypermarkets selling household appliances and consumer electronics, has launched the Smart Shopping Loyalty Program. Loyalty card holders will be able not only to make beneficial purchases, but also to take part in prize drawings. The Manzana Loyalty system built on the Microsoft Dynamics CRM platform was selected as a solution for automation of the loyalty program.

The cooperation between Media Markt and the Manzana Group is very productive, though it started not long ago. The automation project designed for the new Loyalty Program was launched under a tight schedule – within 10 weeks. Looking for a reliable supplier and being committed to achieve the objectives implied by the Loyalty Program, Media Markt held a tender among prospective contractors. As a result, Manzana Loyalty based on Microsoft Dynamics CRM was selected as a system for processing of the Loyalty Program and automation of marketing communications. The choice was made, to a large extent, due to the functional capabilities of the offered solution and, most importantly, due to the willingness of the Manzana Group's professionals to complete the project within the period required by Media Markt.

The solution offered by the Manzana Group, a development company, was integrated with the system of processing gift cards, SMS-providers, user account, kiosks in sales outlets, and lottery stands. The pilot project was launched in October, and later on, the flagship store, which is located in Moscow, tried out the new Loyalty Program. Then, the solution was adopted and launched by the other stores of the Media Markt chain.

"We are very happy that we have started cooperation with Media Markt, the market leader in the segment of household appliances and electronics. The Manzana Loyalty solution is being successfully launched in retail stores countrywide, and our fruitful cooperation with Media Markt is a convincing proof. The project where we worked together with Media Markt will be remembered for its ambitious launching schedule and unconventional technical implementation necessitated by the corporate IT standards of the company. Our Manzana Loyalty solution, due to its architecture and licensing options, can wed with any corporate landscape, and its functionality makes it possible to meet the tightest schedules. We are grateful to the Media Markt team for their productive cooperation during the launching of the solution into commercial operation," **Oleg Palenov, General Director of the Manzana Group**, noted, summing up the results of the project.

Information about the companies:

Media Markt – www.mediamarkt.ru – is the leader of the European retail market for household appliances and electronics. The chain started operating in 1979 and includes more than 790 stores in 14 countries worldwide. Russia has more than 60 stores in 30 cities. The cornerstone of Media Markt's success is its outstanding variety of famous brands, professionalism of the personnel, high-quality service, vibrant advertising.

Manzana Group — www.manzanagroup.ru — a consulting company, certified partner of Microsoft, developer of CRM solutions for management of loyalty programs. The company offers its clients solutions for management of loyalty programs – [Manzana Loyalty as well as services in improvement of efficiency of marketing campaigns conducted under loyalty programs](#). The Microsoft top management says that the Manzana Group ranks among the five most successful global partners of Microsoft Dynamics in the retail sector (2012 PARTNER OF THE YEAR FINALIST - Microsoft Dynamics Retail Industry) and it was granted the title of the best supplier of the solution for the Retail Industry in Russia (2012). By providing Microsoft Dynamics CRM and Manzana Loyalty to clients on a rental basis, the Manzana Group was awarded the title of the best hosting partner of Microsoft Dynamics CRM 2011. Among its clients, the company has: the Korablik chain of stores for children, Spartak Stadium – Otkrytiye Arena, Home Credit Bank and its Polza (Benefit) Card Program, Ekonika chain of shoe stores, the INVITRO chain of independent laboratories, the 7 + Ya chain of stores, jewelry stores of the Moscow Jewelry Factory, the operator of the Golden Mean loyalty programs, the Brusnichka chain of fresh-markets (Ukraine), the Seventh Continent chain of supermarket, Miele and others.