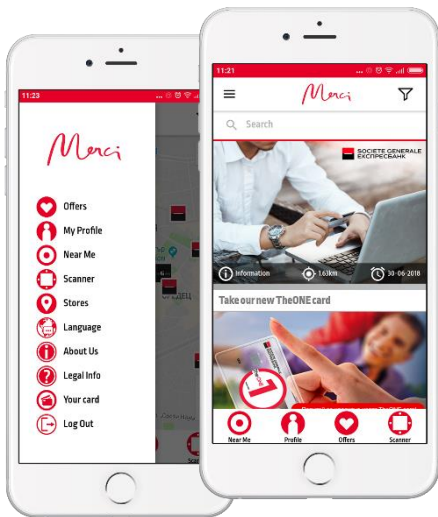


Societe Generale Bank trusts Horizon Software Solutions and iClarity loyalty platform to deliver “Merci” Coalition Loyalty program

Merci Coalition Loyalty program brings together multiple retailers and their customers to offer united loyalty platform. Horizon Software solutions through its loyalty and gamification engine iClarity allowed Societe Generale Bank to combine together without the usual overheads and expenses required to set up this type of offering. It is easily configured to the specific retailers’ preferences.



Merci is Societe Generale loyalty program, which allows everyone who downloads the app to get familiar with the participating retailers, the discounts they offer, together with various promotions and attractive rewards through the app.

With Merci users can:

- Use the interactive map to check and be navigated to the commercial outlets of the participating retailers
- Instantly track offers and savings directly from their mobile device
- Be notified in real time about the rewards, personalised offers and last minute deals nearby, so that they never miss the deals
- Save time and efforts, as Merci vouchers and offers are all

accessible directly from the mobile devices

Horizon Software Solutions is a British technology company that works with clients from both the private and public sectors. Its solutions boost their productivity and growth through more effective multi-channel and multi-territory marketing. iClarity Platform is unified solution that leverages new mobile technology to bring businesses and customers together.



Вече пазаруването с карта от Societe Generale Експресбанк ти носи специални отстъпки