



## DIGITAL SOLUTIONS

# Digital customer loyalty

## Digital customer loyalty - inspire your customers to the next level

With "IDconnect", you can transform your customer loyalty into an interactive experience that strengthens your brand and sets you apart from the competition. Thanks to the seamless integration of NFC technology and QR codes, you can efficiently stay connected with your customers after the purchase and offer them real added value.

What "IDconnect" can do for you:

- ✓ Up-to-date information: Share product and collection news in real time.
- ✓ Links and updates: Provide easy links to your website, online stores and social media channels.
- ✓ Exclusive content: Provide personalized videos, images and content.
- ✓ Events and promotions: Provide information about VIP events, competitions and special

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Commercial register entries: Andreas Schrägle GmbH

Registered office Munich: AG Mchn. B 44890, RATHGEBER GmbH & Co. KG: AG Mchn. A 8238 - VAT ID no.: DE 129 725 198

marketing promotions.

- ✓ Certificates of authenticity: Guarantee the authenticity of your products with digital certificates.
- ✓ Helpful instructions: Provide your customers with detailed instructions and integrated contact forms.
- ✓ Success analytics: Use Google Analytics to gain valuable insights into usage and interactions.

Your customers can access this digital content quickly and easily by connecting via NFC or QR codes. Increase customer loyalty and create a unique brand experience - with "IDconnect" you set new standards in digital customer communication.

## Technical data

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