



A leader in specialised retail deploys its multi-brand cross-channel strategy with Generix Group

Distriplus focuses on sales promotions and customer loyalty

Paris, 17 February 2014 – Distriplus, a major player in specialised retail in Belgium once again puts its trust in Generix Group by adding the cross-channel sales and marketing platform, Generix Collaborative Customer, to its traditional payment methods, to boost customer relations.

"With over 210 shops and sales of around €250 million, Distriplus is a leader in the field of specialised retail in Belgium and Luxembourg with its brands Club, Planet Parfum and Di." explains Inge Neven, Chief Operating Officer at Distriplus, "Our ambition is clearly to launch our e-commerce business within the framework of an omni-channel distribution strategy."

Distriplus, which already has the Generix Collaborative Customer (GCC) in-store payment base, once again shows its trust in Generix Group by choosing GCC's cross-channel promotion, loyalty and single basket services.

"Our full expertise of the GCC sales promotion and customer loyalty modules in their single-channel store version and the coherence of this platform, which is easy to start up, reassured us," specified Vincent D'Hondt, IT Project Manager at Distriplus, "In addition, this solution offers the advantage of interfacing natively and quickly with our existing back-office environments, such as with our CRM tool which we are currently setting up."

"Getting the GCC platform allows us to make an essential step in the capitalisation of the customer portfolio of our different brands," concluded Inge Neven, "and therefore to encourage synergies between the brands, which is a key element of our development strategy."

Generix Collaborative Customer is a cross-channel platform that allows retailers to connect to the existing back office (CRM, ERP, BI, etc.) to carry out, in real time and consistently, promotion, loyalty and sales actions on all front-office applications (payment, websites, mobiles, social networks, etc.).

With **GCC Promotion**, the customer's satisfaction is improved by offering, throughout the shopping experience, different bespoke advantages to encourage the impulse to buy.

Generix Group provides its **GCC Loyalty** service to retailers to optimise the conversion of consumers into loyal customers through offering more bespoke advantages, and a programme to win and use loyalty points.

The promotion and loyalty rules can be pooled between several companies in the same group: loyalty points, money-off coupons, gift cards, loyalty cheques, etc.

Press Release

With **GCC Sales**, retailers reduce abandoned sales and accompany the customer throughout the shopping experience on all channels and devices.

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About Generix Group

Editor of collaborative software for the Retail ecosystem, Generix Group supports retailers, logistics service providers and manufacturers in managing, pooling and optimising their flows. The Generix Collaborative Business service package draws on extensive expertise in the areas of ERP, the supply chain and cross-channel sales management, all of which is backed by our EDI, EAI and portal integration solutions.

Including names such as Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL, Louis Vuitton, Sodial, Metro, Sara Lee, Kuehne+Nagel, Cdiscount, etc., over 1,500 international players have chosen "Generix Collaborative Business" solutions, establishing Generix Group as a European leader with revenue of over €63 million.

For more information, visit www.generixgroup.com

About Distriplus

Since 2009, Distriplus has been a key player on the retail market in Belgium and Luxembourg. We have 230 points of sales under the brands Club (bookshop and stationery shop, educational activities), Di (well-being and beauty) and Planet Parfum (perfumery, skincare and make-up), and our 1,350 employees create annual turnover of 240 million euros.

<http://fr.avh.be/private-equity/distriplus.aspx>

<http://www.planetparfum.be/>

http://www.club.be/home_fr.html

<http://www.di.be/>