

Customer Success Stories

# How Michelin runs the Better Motion loyalty program with Voucherify?

 voucherify

**MICHELIN**



[www.voucherify.io](http://www.voucherify.io)

# MICHELIN

**Industry:** Manufacturing

**Size:** 10 000+ employees

**Location:** France

**Customer since:** 2023



## Overview:

**Michelin** is the world's leading tire company, which manufactures and provides a wide range of tires and related services.

With its headquarters situated in Clermont-Ferrand, France, Michelin boasts a global presence spanning over **170 countries**. The company boasts a workforce of over **100 000 employees** and operates **67 production facilities** across **17 countries**.

In addition to its tire manufacturing, Michelin also offers digital mobility support services and publishes travel guides, hotel and restaurant recommendations, maps, and road atlases, further enhancing its commitment to facilitating efficient and enjoyable travel experiences for customers worldwide.

# Key Challenges

In the tire industry, companies encounter numerous challenges in effectively running promotions. One major struggle is the **lack of customer loyalty** in a fiercely competitive and price-focused automotive market. Consumers often prioritize price and convenience over brand loyalty, making it difficult for tire companies to retain customers long-term.

Engaging customers also proves to be challenging because **tire purchases are infrequent** and occur only every few years.

Moreover, automotive companies also face difficulties in **promoting their products** across online and offline channels. With the emergence of online tire retailers, they must find ways to effectively reach customers online while staying ahead of competitors.

To tackle these challenges, Michelin decided to find a flexible solution for **managing promo codes** and **establishing a future membership program**. Instead of investing in internal development, Michelin chose to collaborate with external partners. This approach allowed them to quickly adapt to market demands without disrupting their existing systems.

## MICHELIN NEEDED A SOLUTION THAT WOULD:

1

Provide an API-first and flexible promotion & loyalty engine to save engineers' time.

2

Enable fast and scalable integration of loyalty technology with event streaming systems and CDPs.

3

Provide a loyalty technology stack capable of quick time-to-market for pilot projects to experiment with innovative loyalty strategies.

# Why Voucherify?

For Michelin, the vendor selection process, initiated through an RFP request, spanned several months, during which they evaluated loyalty vendors across multiple categories such as **functional coverage**, **non-functional needs** and **pricing**.

**Michelin selected Voucherify as their loyalty partner for several reasons, including:**



## API-first infrastructure

Voucherify's high flexibility enabled by **metadata** and **custom events**, ensures adaptability and scalability in Michelin's system architecture.



## Flexible pricing

When compared to other loyalty vendors, Voucherify proved to offer **the most optimal price-to-value ratio**.



## Functionality coverage

Besides granular loyalty APIs, Voucherify offers critical loyalty features, such as **expiration policies**, **tiers**, and **custom rewards actions**.



## Enterprise-grade resiliency

As an **ISO-27001 platform hosted on AWS**, Voucherify offers a set of enterprise-first features that guarantee security and high performance.



## Openness to change

Voucherify offers an **open roadmap** and is willing to accommodate Michelin feature requests, such as **an event streaming bus (Kafka)**.

Michelin's speedy integration with Voucherify wouldn't have been possible without a **dedicated Technical Integration Manager** who provided Michelin's team with detailed use case instructions, setup guidance, and API endpoint explanations with specific payloads.

# The Better Motion Loyalty Program

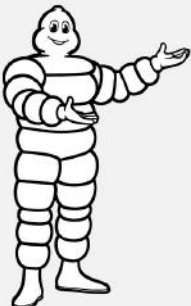
The collaboration with Voucherify started with powering both **discount coupons** and **automatic promotions**. This success paved the way for an even bolder step: piloting a **tiered membership program** in the French market.

Michelin decided on a **point-based program structure** that **rewards specific customer behaviors**, such as purchases, registering a new vehicle, birthdays, or bonus points for registering electric cars.

Thank to the **iterative approach to integration**, Michelin can begin its pilot loyalty program for their large customer base in France and steadily roll out the program to other countries and regions.

## **MICHELIN BETTER MOTION\***

Join the MICHELIN Better Motion\* community and enjoy the best of the MICHELIN universe: benefits, services and exclusive content await you to reward your loyalty and inspire you all year round.



### **JOIN THE MOVEMENT**

Take a few moments to tell us who you are and ensure you benefit from tailor-made privileges!

LET'S GO

## Here is how Michelin structured their program:

Silver Tier (0-4999 points)

Gold Tier (5000+ points)

The screenshot displays the Michelin Loyalty program interface. At the top, the Michelin logo and navigation links (Welcome, Find my tires, Contact us) are visible. A sidebar on the left contains a menu with options: Dashboard, Garage, Offers and services, Contents, Loyalty (selected), Profile, and Sign out. The main content area is titled "LOYALTY" and shows the user's current status as "SILVER MEMBER" with 0 points out of 4999. A message indicates that the user is almost there to unlock Gold Member status. Below this, two cards compare the Silver and Gold tiers. The Silver Member tier (0 to 4999 points) offers exclusive promotions and personalized tire recommendations. The Gold Member tier (5000+ points) offers the same benefits. A "OR" icon is placed between the two tier cards.

Loyalty points allow members to access statuses that come with specific benefits. The membership status is updated dynamically based on the **current points balance**. Loyalty points are valid for **24 months** from the earning activity.

### Points expiration

Number of months after earning activity

24 Months

Round up expiration

# Custom Rewards Actions

Voucherify **extensive metadata & event customization capabilities** allow Michelin to reward fully custom user actions – going beyond transactional loyalty. With metadata, Michelin can store and work on custom customer properties and events, such as:

- ✓ Registration date and source.
- ✓ Date of birth.
- ✓ Opt-in for T&Cs and communications.
- ✓ Number of auto tiers and diameter.

```
v1/vouchers/loyalty123/redemption 200 OK
1 {
2   "customer": {
3     "name": "John Doe",
4     "source_ID": "cust_6348",
5     "metadata": {
6       "registration_date": "27 May 2023",
7       "registration_source": "landing_page",
8       "birthdate": "4 June 1987",
9       "Opt_in": true
10    }
11  }
12 }
```

To identify customers, Michelin uses **the same ID across Voucherify and other systems**. On an everyday basis, the management of the program with Voucherify takes only one team member – drastically reducing the cost of operations and management.

The screenshot displays the Voucherify configuration interface. At the top, the 'Event Name' is set to 'tires\_declaration\_moto\_scooter'. Below this, a 'Metadata' table lists properties:

Property name (Key)	Type	Optional
quantity	number	<input type="checkbox"/>
diameter	number	<input checked="" type="checkbox"/>

Below the metadata table, a rule configuration section is visible. It includes a checkbox for 'Custom event metadata satisfy' which is checked. Underneath, a rule is defined with the following conditions:

- Find Event: tires\_declaration
- Value: type is AUTO
- AND
- Value: diameter is 16
- AND
- Value: quantity is 2



Through advanced use of **custom events** and **metadata**, Michelin can reward members for very specific purchases based on tire type, diameter, or quantity. On top of that, they can quickly build reward actions based on:

- ✓ **Declaring specific purchases.**
- ✓ **Registering up to 5 vehicles (with bonus points granted for electric vehicles).**
- ✓ **Celebrating birthdays.**
- ✓ **Completing their profiles.**
- ✓ **Referring friends.**

Any type of custom event and order can be enhanced with custom properties to build advanced earning rules, such as 100 points for purchasing tire X and 150 points for purchasing tire Y but in a specific size.

The image shows a registration form for the Michelin loyalty program. The form is divided into three steps: 1. Your vehicle, 2. Your informations, and 3. Your purchase. The current step is 'Your purchase information'. The form includes fields for: Date of purchase (DD/MM/YYYY), Number of tires purchased, Tires purchased (with a filter for at least 3 letters), Diameter of tires purchased (with a filter for at least 3 letters), Store where purchased (with a filter for at least 3 letters), Postal code of the point of sale, and Invoice (with a file upload button and a 5 MB limit). There is also a checkbox for receiving newsletters and commercial offers from Michelin.

Accumulated points are based on the following grid for MICHELIN AUTO TIRES (Tourism, 4x4, Van):

Diameter	Number of points for 2		Number of points for 4	
	Auto tires		Auto tires	
14 inches and under	700		1400	
15 inches	900		1,800	
16 inches	1,200		2,500	
17 inches	1,400		2,800	
18 inches	1,600		3,300	
19 inches	2,000		4,200	
20 inches	2,200		4,400	
21 inches	3,000		6,300	
22 inches	3,600		7,300	
23 inches and more	3,900		7,800	

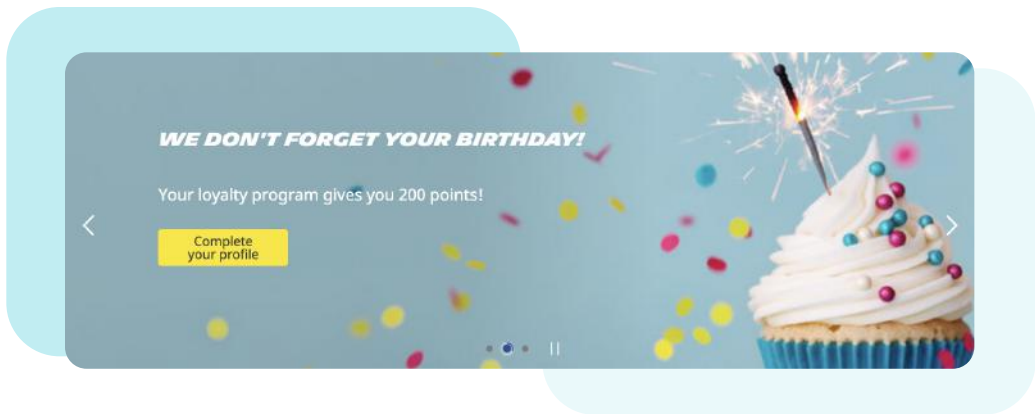
Thanks to the iterative approach to integration, Michelin started its pilot loyalty program for their large customer base in France and will steadily roll out the program to other countries if the pilot proves successful.









# Birthday & Gold Member Rewards

By sharing information about members birthday date, Michelin can use Voucherify to segment birthday customers and reward them for providing this information – Michelin loyalty members get rewarded with **500 points** for providing their birthday date.

As a result, Michelin can grant their loyalty members annual birthday rewards in the form of **200 loyalty points**.



Besides member-only promotions, Gold members can also access a portfolio of attractive partner discounts powered by **Obiz**.

 <p><b>Show, concert, theater ticketing</b></p> <p>Offer Passions</p> <p> Reserved for Gold members</p>	 <p><b>Give in to all your desires: many discounts await you!</b></p> <p>Offer Mobility</p> <p> Reserved for Gold members</p>	 <p><b>Easily reserve your parking space!</b></p> <p>Offer Mobility</p> <p> Reserved for Gold members</p>
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# The Referral Program

To ensure member activation, Michelin also runs a **member-only referral program**. Advocates receive a referral code they can manually share with family and friends via email or WhatsApp to claim **bonus loyalty points** – unlimited referrals are possible, but only the first 5 are rewarded with points. Invited friends join the program by entering their code in the Profile section.

**Integrated into the customer dashboard**, the referral program allows advocates to easily request a referral code and monitor their referral history, along with the allocation of bonus points.

The referral program is operated by Voucherify too – allowing Michelin to manage all campaigns within a single tool.



Here is your sponsor code to share with your referrals in order to earn your points :

**G5Y9ZBET**

Expiration date: April 7, 2024

**REFER YOUR FRIENDS AND EARN UP TO 750 POINTS <sup>(1)</sup>**

Hello Julia,

Passions are made to be shared... And good deals too! Sponsor your loved ones as part of the MICHELIN Better Motion program and earn 150 points for each sponsored child <sup>(1)</sup>. Thanks to you, they will also receive 150 points. So, are you ready to become a sponsor?

Refer your friends

# Customer Wallets

**Loyalty status, earned points, and earning history** can be viewed through the customer wallet on Michelin's website.

Voucherify offers a range of **GET APIs**, enabling Michelin to pull relevant details and build dedicated loyalty dashboards where members can view their membership details and claim rewards.

**My latest actions**

Referral 08/03/2024	+150 pts
Welcome offer 02/22/2024	+1000 pts
Date of birth 02/22/2024	

**LOYALTY**

ARGENT **SILVER MEMBER**

**1650 POINTS**  
/ 4999 points

You're almost there, you only have **3350 points left to unlock Gold Member status !**

**PROGRESS OF YOUR PROFILE**

50%

Complete your profile and receive personalized offers, services and content.

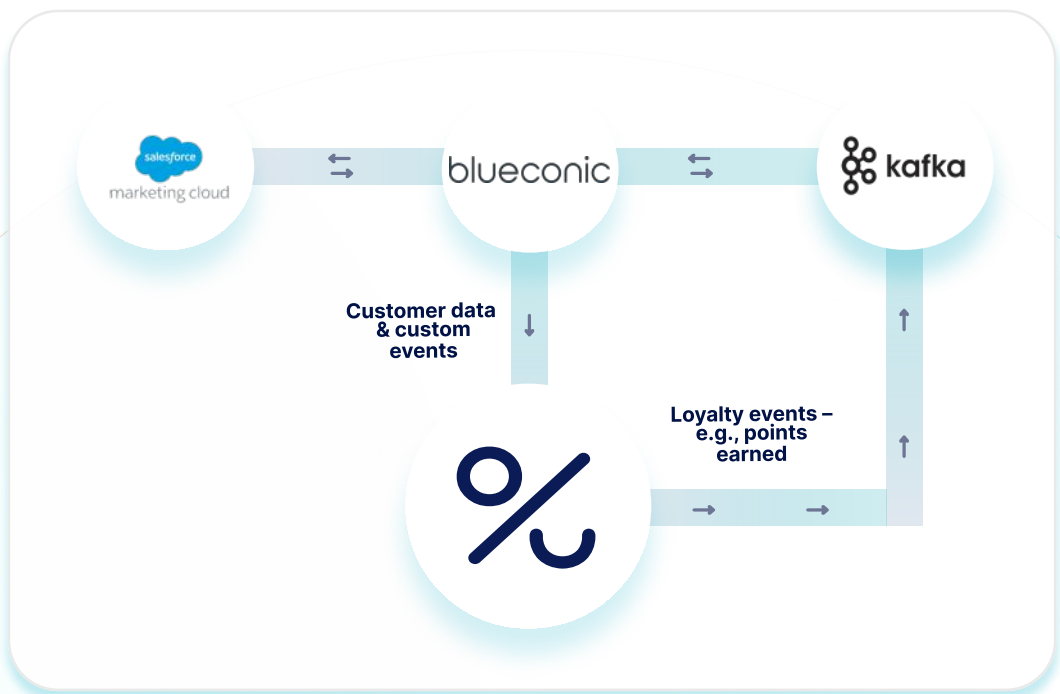
Enter my 1st vehicle	+ 1000 pts
Add date of birth	+ 500 pts

# The Architecture Behind the Better Motion program

Following the principles of composability, Michelin developed a comprehensive architecture to connect separate micro-services.

The loyalty flow is built on top of a **Kafka connector** to stream events. Customer data and events are streamed from **Blueconic CDP** to Voucherify APIs via a custom app which collects and translates pieces of data into API payloads.

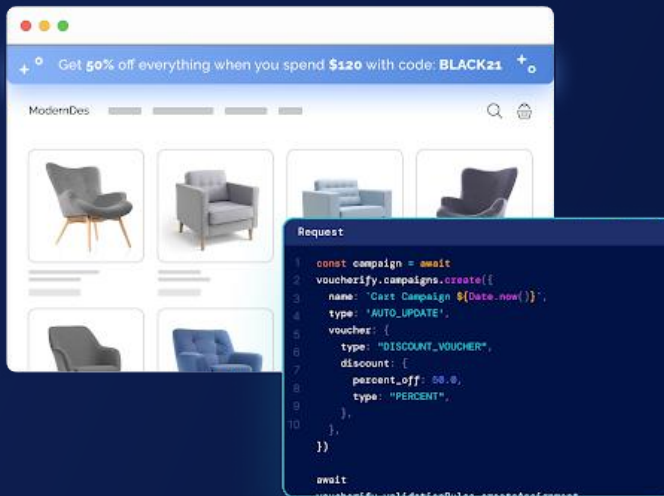
Besides being the data destination, Voucherify also operates as a data source for loyalty events which are streamed via Kafka back to Blueconic CDP which in turn feeds personalization and messaging supported by **Salesforce Marketing Cloud**.



Through a two-way process, data is sent to Voucherify containing both customer and order information, triggering events based on user actions. Voucherify then awards loyalty points accordingly. Voucherify events are communicated via **webhooks**, providing feedback on customer actions such as points earned and their history.

# Switch to an API-first Promotion Engine

**Contact sales** for a personalized demo or **sign up for a free trial** and give Voucherify a try. You have 30 days to test your unique ideas for promotions and feel the power of a new cross-channel experience created with incentives. You can also prolong the trial during the integration or go for the free plan when your platform usage is low.



 voucherify