



Press release

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Latest trends in B2B2C loyalty programmes – a free e-book of Edenred Polska is now available online!

This is another guide published by Edenred, a global leader in novelty incentive and loyalty solutions on the market – addressed to people who manage or supervise sales, development and promotion of company products.

It is a collection of practical knowledge based on results of studies and latest trends in sales and B2B2C incentive plans. It also contains a case study with step-by-step instructions for how to construct an effective loyalty programme.

... *"We were inspired to write this e-book due to the need to educate the market on loyalty programmes that help companies to successfully implement sales and marketing strategies, acquire customers and maintain good business relationships"* – said Magdalena Bednarz, Product Line Business Manager at Edenred Polska. *"The studies show that the popularity of such programmes keeps increasing, both with large and small companies, in various industries"* – she adds.

Poznaj najnowsze trendy
w programach lojalnościowych
i wsparcia sprzedaży

Najnowsze trendy
w programach lojalnościowych B2B2C

Edenred

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This free e-book can be downloaded at: <https://nowalojalnosc.edenred.pl/>



About Edenred

Edenred, a global leader in payment solutions, connects 830,000 corporate clients, 47 million users and 1.7 million affiliate partners in 46 countries. Thanks to its global technological platform, the Edenred Group managed 2.5 billion transactions in 2018, primarily via mobile applications, online platforms and prepaid cards, generating over EUR 28 billion in turnover.

8500 employees of Edenred contribute to:

- improved quality of life of the people who use Edenred solutions,
- increased efficiency of the companies,
- higher revenues of affiliate partners.

Edenred offers solutions under three business lines:

- employee benefits,
- fleet & mobility: fuel, road tolls and business travel,
- complementary solutions with corporate payments, rewarding, incentive plans and public social programmes.

The Edenred Group is listed on the Paris stock exchange, and it includes the following indexes: CAC Next 20, FTSE4Good, DJSI Europe and MSCI Europe.

For more information, go to www.edenred.com

Edenred has done business in Poland for over 20 years. The company's mission is to provide comprehensive and effective solutions customised to the individual clients' needs, always with the same goal in mind: satisfaction and daily enjoyment.

Edenred Polska delivers outstanding products and services and ensures quick and reliable technical support in the following areas:

- motivation and commitment of employees,
- improvement of business loyalty and sales on the B2B2C market.

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