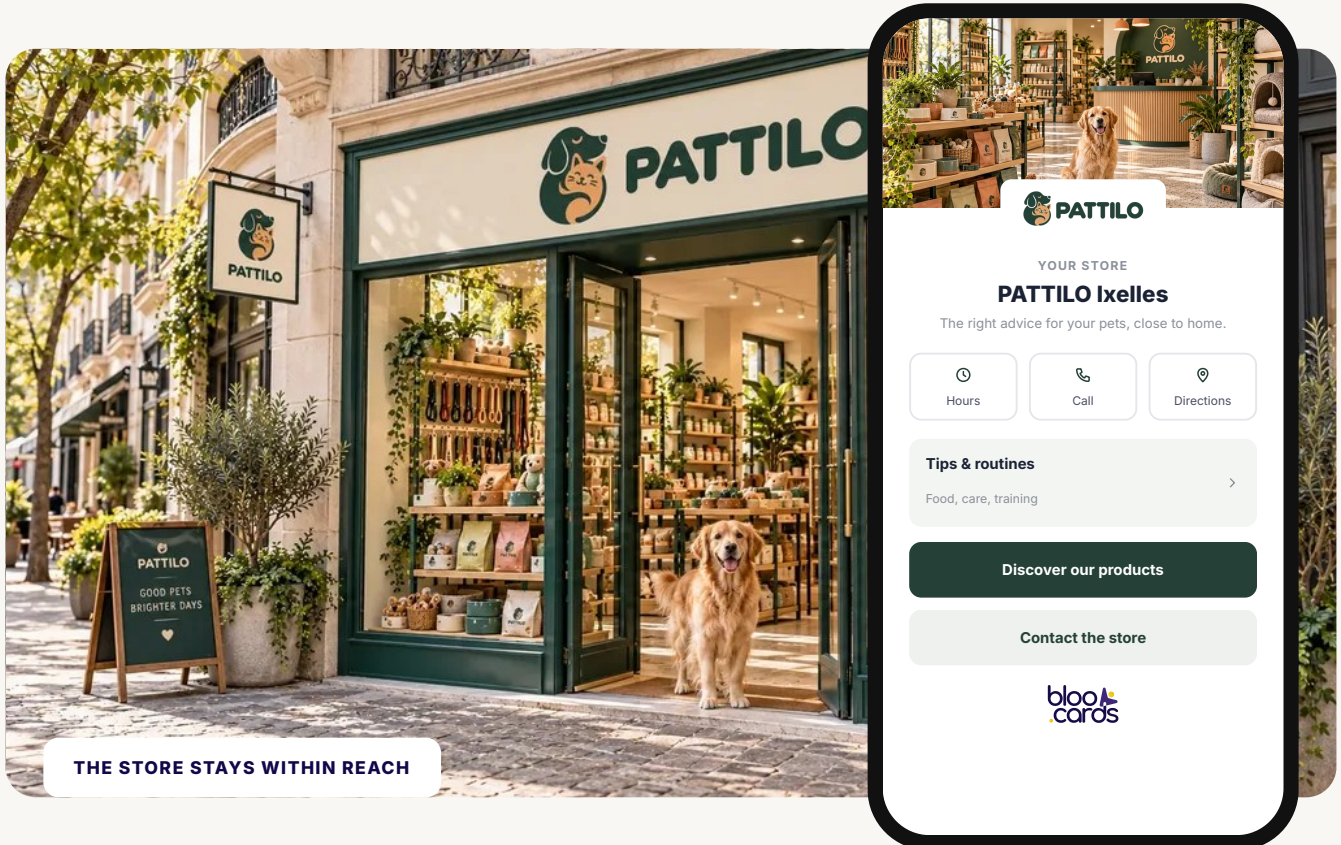


A RELATIONSHIP THAT CONTINUES AFTER THE VISIT

PATILLO's advice deserves to last.

One digital card per store to stay connected with your customers, showcase your teams' advice and make their next visit easier.



THE STORE STAYS WITHIN REACH

PATILLO is a fictional retailer; AI-generated visuals. Illustrative card projection, to be validated with your team.

THE BENEFIT FOR PATILO

From in-store advice to a lasting connection.

Your information, your advice and your catalogue brought together in a card your customers find again on their phone, store by store.

A channel you own

No algorithm between PATILO and its customers.

Always up to date

Hours, new arrivals, tips: no reprinting.

A connection that stays

The card stays on the customer's phone.

A SIMPLE EXPERIENCE, ROOTED IN ADVICE

One gesture in store. A relationship that carries on.

Example journey for a customer who has just adopted a puppy and is looking for the right food.



Illustrative scene: the photo shows neither an installed Board nor a real Wallet.

01 The Board welcomes.

On the shop front or at the counter, a QR or NFC Board opens the store's card in the browser, with no app. NFC reading depends on the phone: the placement is tested on site.

02 The team advises.

At the counter, the sales assistant invites the customer to scan. They find the tips for their puppy, the recommended products, the opening hours and their store's team.

03 The customer keeps the connection.

They save the card in their bloo.Cards Wallet and find it again at their next question. If they wish, they leave their details: PATTILO collects contacts from a real conversation, even without an immediate purchase.

ONE CARD, THREE USEFUL PURPOSES

Advice

Find the advice given in store.

Catalogue

Access products and services.

Relationship

Easily get back in touch with the store.

HOW TO MAKE THE MOST OF THE SERVICE

A new channel. A network you own.

What changes for PATTILO when every store has its own card.

1 A channel you own

No algorithm filters access. Whoever scans sees exactly what PATTILO chose to show.

2 Always up to date

Opening hours, new arrivals, seasonal tips: the card is updated online, with no reprinting. Customers see the new version the next time they open the card.

3 Wherever people meet you

Shop front, counter, bag, receipt, packaging, email, social media: the same way in to the right store.

4 In four languages

English, French, Dutch and German, for every store in the network.

5 Measurable

Views and clicks per store: you see what really interests your customers.

6 A relationship network

Every voluntary contact joins the chain's address book, which can be exported to your CRM. The relationship stays with PATTILO, even when the team changes.



Why not just a QR code to the website?

For a one-off piece of information, a link to an existing page can be enough. The card brings something else: one card per store, organised by head office, that customers keep on their phone and that connects the in-store meeting to your contact network.

GETTING THE MOST OUT OF IT

Shared rules

Head office decides what is shared and what each store adapts, module by module.

A content owner

A card lives through its updates: name who publishes, at head office and in store.

A tested placement

Place the Board where customers wait or pay, then test the journey with people who don't know the tool.

CORPORATE · A CONSISTENT NETWORK, IDENTIFIABLE STORES

One shared brand. A local relationship.

Head office sets the frame.

PATILLO identity, chain presentation, shared catalogue and campaigns: an update can be shared across the network's cards.

Each store stays close.

Opening hours, contact details, team and local news: the store keeps the information its customers need.

What about your CRM? Collected contacts can be exported. Depending on the plan, an API and webhooks allow automatic transfer; a native connector is defined according to your tools. bloo.Cards complements your till and your CRM, without replacing them.

Loyalty: one programme per store today; a shared loyalty programme across the network is in preparation.



PILOT PROPOSAL

3 stores**30** days

Test real-world use. Decide on the roll-out based on facts.

To set up: three cards in PATILLO's colours, a selection of content approved by head office, one QR or NFC Board per store and onboarding for the teams.

To measure: views per store, voluntary contacts collected and feedback from the teams. A shared review at the end of the pilot, combining figures and field feedback: a number of scans alone does not prove a commercial result.

Scope, timeline and commercial terms to be agreed together.

Let's talk about a PATILO pilot.

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Product references and sources consulted on 13/10/2026: bloo.cards/guide-reseaux-magasins. PATILO is a fictional retailer used to illustrate the journey; AI-generated visuals.

PATILLO Multi-site Corporate Wallet CRM