



Extension of the product range: Marketing Services

Philippe Bertinchamps

General Manager Accentiv'

ACCOR  **SERVICES**



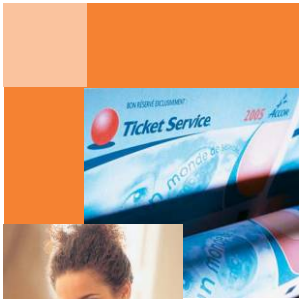
From gift vouchers to Accentiv' Integrating the offering



- 1995: Launch of gift vouchers

- 2002: Creation of Accentiv'
 - To combine Accor Services' gift vouchers and the worldwide customer loyalty expertise of the Hotels business
 - To bring together gift cards and loyalty cards

- 2006: Accentiv' is already recognized as a global player in relationship marketing with operations in 20 of 35 countries



PRODUCTS



SERVICES



TECHNOLOGIES



Marketing Services

Accentivez vos résultats !



Motiver, Fidéliser, Récompenser

Conseil en Fidélisation et Motivation, chèques et cartes cadeaux, catalogues cadeaux, voyages, **Accentiv'** a l'expérience et les hommes pour répondre à tous vos besoins. Pour accentiver vos collaborateurs, vos distributeurs et vos clients... Choisissez la gamme **Compliments*** et consultez **Accentiv'**.

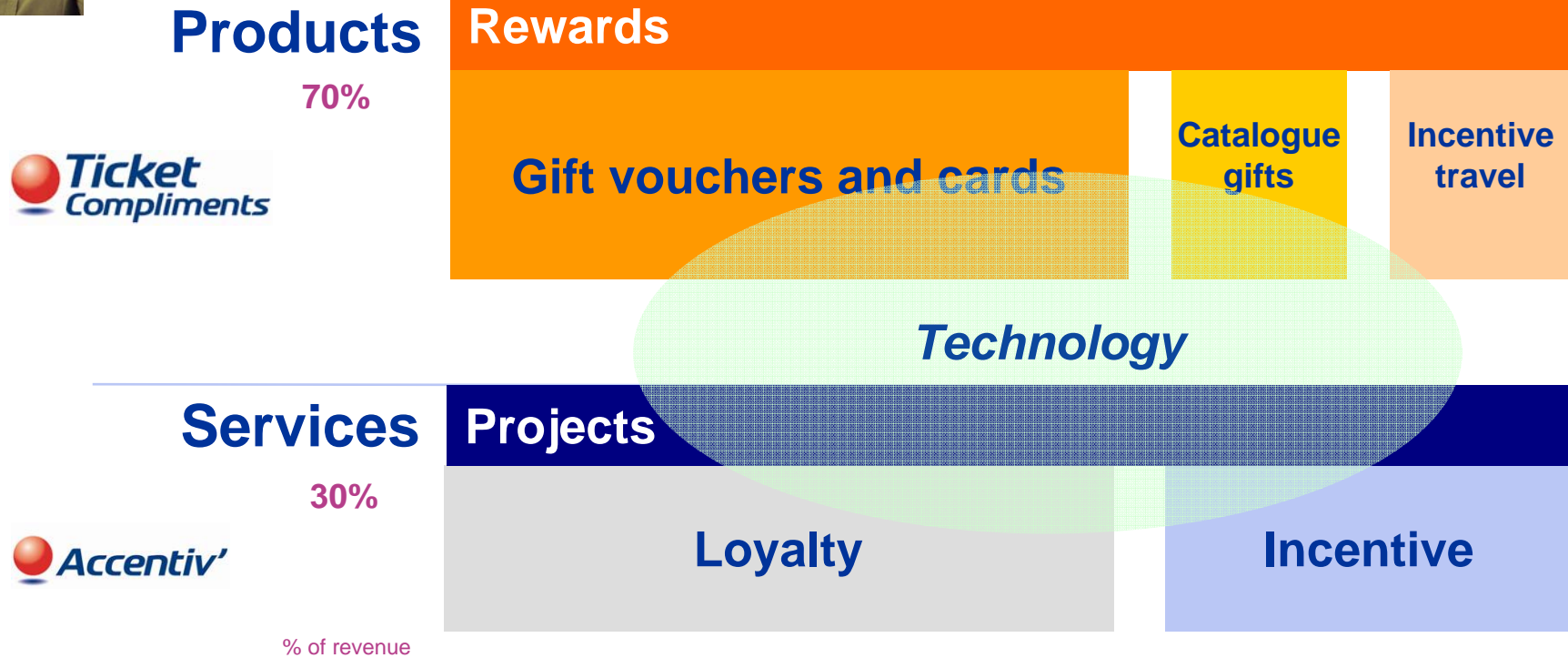


Opérateur Conseil en Marketing Relationnel
Tél: 33 (0) 56 82 60 00 - www.accentiv.com

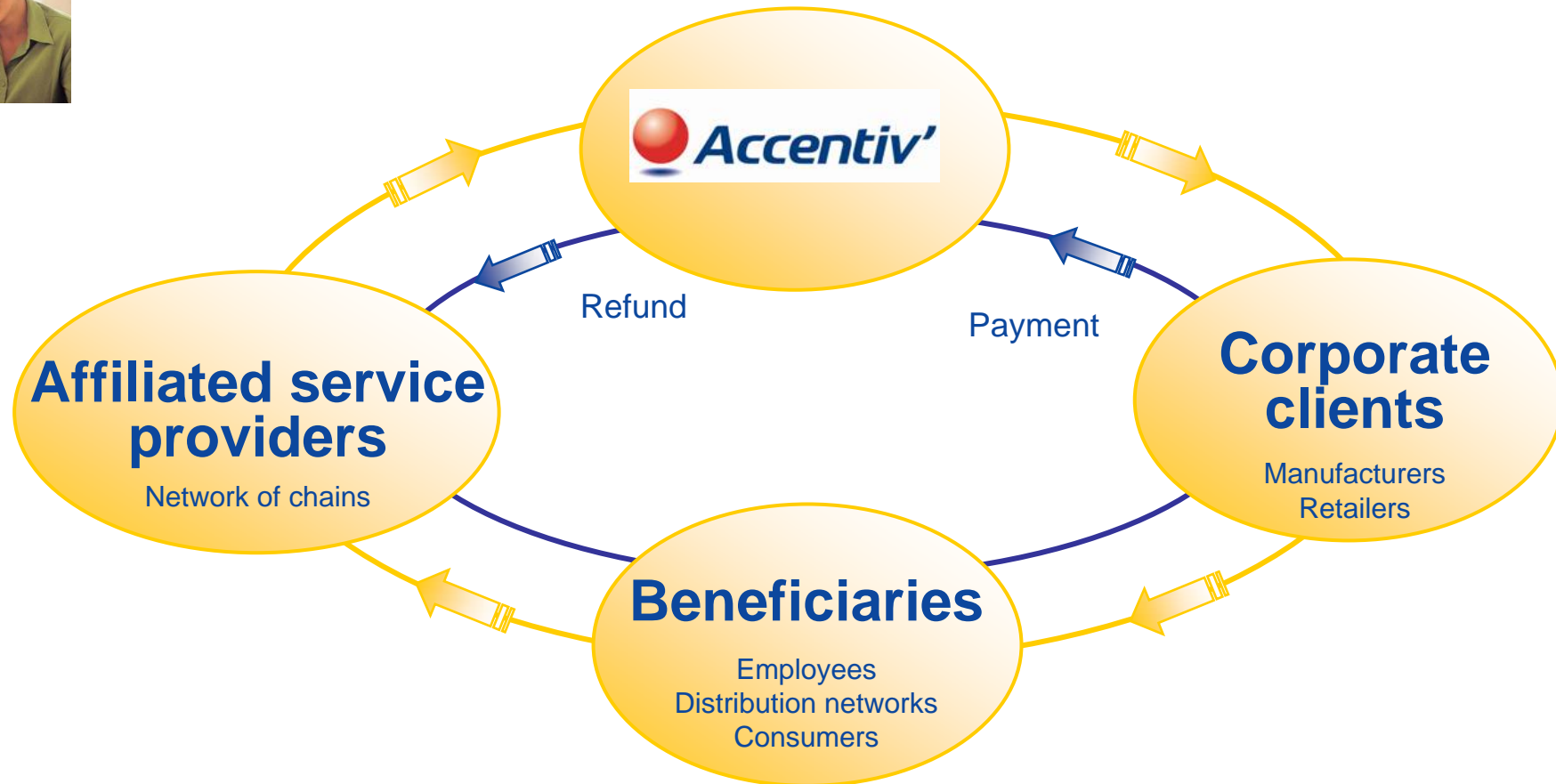
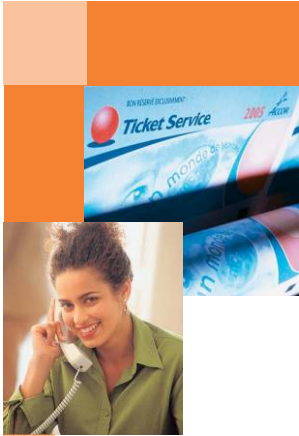


Un regard neuf sur l'Hôtellerie et les Services

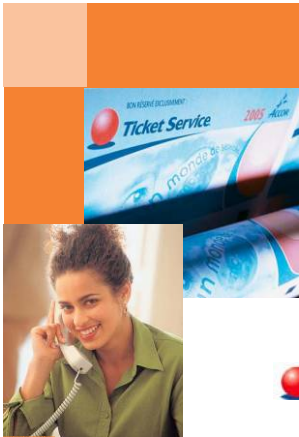
Integrating these products and services creates value added for customers



Business model / target clients



Ambitious objectives



- Become the world leader in gift vouchers and cards for the B2B segment



- Become a global operator in relationship marketing, with a focus on:

- Reward programs
- Large accounts
- High-volume, automated products and services

