

Customer Success Story

RÉMY MARTIN



Creating a premium experience

Rémy Martin is a company with a luxury brand that strives to achieve a high level of sophistication during every interaction with their customers. The unique customization capabilities of Pulsar enabled Rémy to build a sleek mobile UI befitting their brand standards.

Custom HTML reports

It is imperative for a luxury brand like Rémy Martin to stay in close contact with their customers and make them feel valued. Custom reports written in Pulsar make it easy for them to access *Person Account* information on the go and reach out to their customers on important occasions like birthdays.

Running complex business logic, offline!

Rémy has a loyal client base and they tend to stay with the brand for life. As a result, Rémy has designed a membership level program to reward their most loyal customers. Pulsar's rules engine enables Rémy to implement complex logic to calculate reward levels and provide appropriate discounts and offers. And it can be done offline.

Company Description

In the world of wines and spirits, the Rémy Group is an unusually exclusive player, with a limited range of brands all positioned at the top end of their market – from the premium level upwards to the outer limits of quality and price. The key to the ambition of Rémy Cointreau is a truly extraordinary portfolio of brands: names like Louis XIII, Rémy Martin, Cointreau, Metaxa and Mount Gay. Each one is a piece of history, and each is entirely beyond imitation. The group's upmarket strategy is developed by 1800 employees and applied to 160 countries.



Industry

Wine and Spirits



Size

~2000



Customer Since

2017