



CUSTOMER CASE STUDY / CUSTOMER APPRECIATION

Mattioni delivers digital gifts with a mailed thank-you

For its 75th anniversary, Mattioni thanked VIP customers with \$75 off a future repair and a \$10 coffee gift. TruCentive connected a mailed thank-you card to digital gift-card choice, without relying on customer email or mobile data.

THE OPPORTUNITY

Reach customers beyond email

Mattioni wanted to thank loyal customers, but had limited email addresses and mobile numbers. The team needed a way to offer coffee choices, include local shops and avoid wasting the value of unclaimed gifts.

THE APPROACH

Carry Mattioni's brand into the gift choice

A branded thank-you card carried the anniversary message by mail. A QR code and web address opened a Mattioni-branded TruCentive page, where customers chose a \$10 gift card for coffee and a snack.

Customers could choose Starbucks, Dunkin' or a local option, including Dia Doce & Cathey's Coffee Bar. The card also offered \$75 off a future repair, tying the service discount to Mattioni's 75-year milestone.

THE EXPERIENCE

Make appreciation easy to enjoy

Customers could enjoy the coffee gift without booking a repair. Unclaimed gift value was returned to Mattioni. The campaign paired a personal thank-you with digital choice and a service offer customers could use later.

Mattioni's brand. Each customer's choice.

Celebrate your next company milestone with TruCentive.

Campaign details and anniversary card supplied by TruCentive.

Illustrative campaign visual.



Two ways to say thank you

\$75 off a future repair

An offer tied to 75 years in business.

\$10 for coffee and a snack

A gift with no repair booking required.

Their choice of coffee shop

National brands and local favorites.