

Meet W. Capra Consulting

payments . loyalty . retail technology . marketing solutions



Intro

W. Capra Consulting Group is a professional services firm focused on identifying, selecting, designing, and delivering payment, technology and loyalty solutions to traditional retail and emerging businesses.

W. Capra is proud of its heritage and track record of working with the worlds largest brands along with today's most exciting start ups.

We understand the marketing, business and technology challenges within the retail and payment eco-systems and continually use these experiences to help our clients succeed.

A Changing Consumer

Consumers are nearing, if they have not already surpassed, an ***Inflection Point*** in which they expect their retail experiences to be fully integrated between their mobile devices, payment instruments, reward programs and social profiles.

Similar to the movement of professionals away from daily planners and rolodexes to smart phones, consumers now expect their retail experience to be fully integrated: retail store to online to phone to social media profile.

This defined ***Inflection Point*** provides advantages for all retailers with specific considerations by vertical and consumer segment.

W. Capra Consulting has identified the leading suppliers, methodologies and strategies that enable retailers the opportunity to strengthen their consumer affinity and further differentiate their brand via this ***Inflection Point***.

We deliver for our clients via our unique understanding of marketing offers, payment architectures, reward programs, social marketing, retail operations and point of purchase technology.

To learn more about W. Capra's vision of the opportunity this ***Inflection Point*** brings to your vertical please contact Doug Rodewald at drodewald@wcapra.com or [312-873-3265](tel:312-873-3265).

