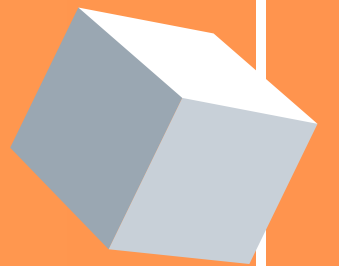




ENTERPRISE CUSTOMER LOYALTY CASE STUDY:

How one of India's top retailers consolidated stand alone customer loyalty initiatives under the umbrella of an enterprise loyalty program and drove superior CX and incremental revenue.





THE CHALLENGE

One of India's largest luxury retailers wanted to consolidate brand driven, stand alone loyalty programs under the enterprise umbrella. Across 1400+ outlets and multiple categories ranging from watches to eye-wear, jewelry and accessories.

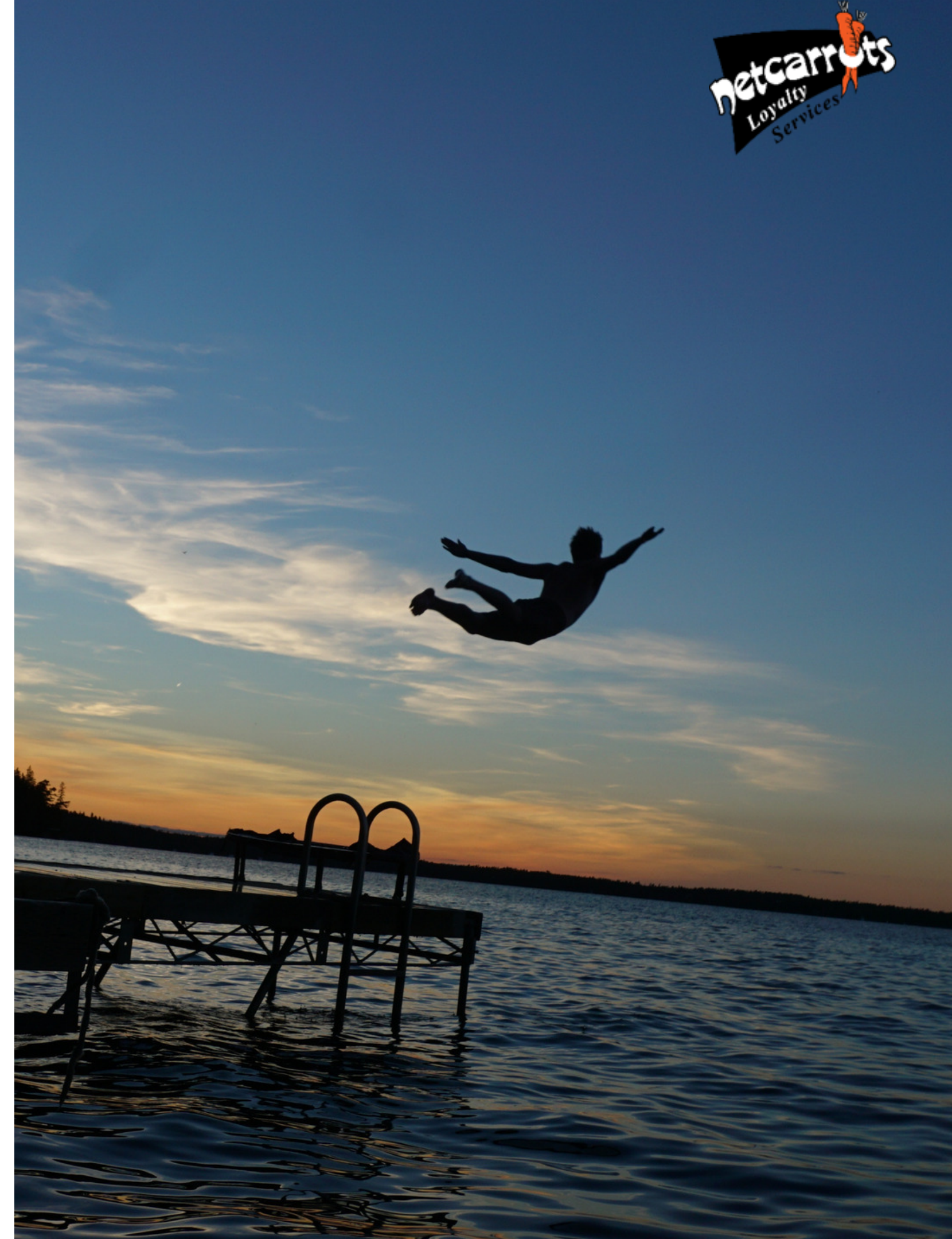
HOW WE STARTED

JANUARY, 2013

- Merged and migrated the stand alone databases to one common customer view mapping cards, accounts, and households.
- Introduced **ONE COMMON CURRENCY** including merging of currencies across all brands under the chain
- Integrated with 4 different POS systems – accrual through batch model but with instant burn

JUNE, 2013

Program launched pan-INDIA covering 950+ outlets.
3 million customers enrolled in 365 days



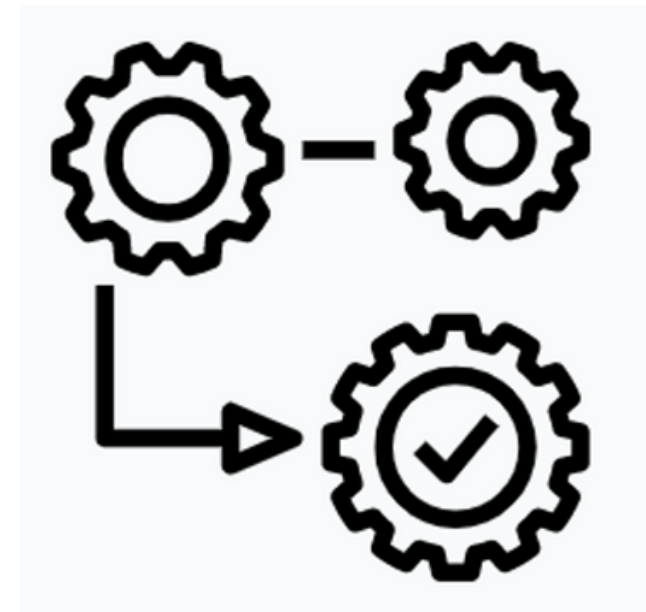
THE SOLUTION WE ORCHESTRATED



**DATABASE
MANAGEMENT**



**LOYALTY
TECHNOLOGY
INFRASTRUCTURE**



**PROGRAM OPS
MANAGEMENT**



**CAMPAIGN
MANAGEMENT**



40%

Repeat purchase by
members



Increase in repeat
contribution

**WHAT DO
THE
NUMBERS
SAY**

35%



12%

Av. Response Rate in
targeted campaigns

**WHAT DO
THE
NUMBERS
SAY**

Increase in customer
satisfaction



10%

BUSINESS OBJECTIVES MET

A man with short brown hair, seen from the back and side, is aiming a bow at a target. The target is a circular archery target with concentric rings of blue, red, and yellow. The background is dark and out of focus.

HIGHER ATV

HIGHER FREQUENCY

**LOWER COST OF OPS &
CUSTOMER ACQUISITION**

ENHANCED BRAND LOYALTY

INCREASE IN REVENUE