

# Delivered Comprehensive Loyalty Program and Customer Experience Strategy for Leading Middle East Retailer



## ABOUT THE CLIENT

The client is a leading Middle East Retailer with a turnover of \$600+ million, 900+ outlets, running the biggest and most successful retail loyalty program with 2+ million members. Driven by the need to improve customer retention, the client wanted to re-launch the 10-year old loyalty program which provided very basic loyalty features.

They had a rudimentary understanding of the loyalty infrastructure. Thus, they were looking for something scalable and flexible to support large transaction volumes. They also required real-time multi-channel integration for PoS, mobile, portal, and kiosks. Moreover, they needed support for global loyalty needs, including cross channel marketing and customer-centric strategies.

## WHAT WAS NEEDED

- A well-configured and efficient solution on a state-of-the-art loyalty platform
- Actionable insights from customer transaction data – the key client stakeholders were not getting adequate data on territories and concepts
- Alignment of the program with the loyalty function's aspirations to branch out into an independent profit center in the long run
- Generic communication and lack of customer insights led to customer churn and inability to cross-sell

## SOLUTION

- Re-implemented the loyalty solution in a controlled and phased manner across 9 countries
- Leveraged our Customer Value Management framework for segmentation, behavioral analytics and insight generation
- Conducted a thorough competition benchmarking – including detailed program diagnostic, and benchmarking of the existing loyalty program to understand and identify improvement areas
- Formulated a comprehensive loyalty program and customer experience strategy
- Suggested a roadmap for strategy execution with clearly defined action items and timelines

## RESULT

- The loyalty program went live successfully in 9 countries
- Increase in the loyal customer base from 36% to 55% in first year
- 16% of the active members migrated to higher value segments in a quarter
- 12% increased acquisition YoY
- 16% increase in highly engaged customers YoY
- 4% decreased churn and 2-fold increased reactivations in the first year
- YoY 4% increase in spending by the loyalty members

## ABOUT ITC INFOTECH'S SMART LOYALTY CAPABILITIES

ITC Infotech delivers Smart Loyalty solution enabling CMOs and Loyalty Heads to convert all customer interactions into personalized engagements. Our platform-based approach and pre-built accelerators help us deploy our Solutions as a Service with speed, scale and cost effectiveness - saving of up to 25% on cost and time. Our deep understanding of the loyalty ecosystem from decades of experience across industries give us an unparalleled edge over competition.