

Integrated CRM/Loyalty Solution for Leading European Health and Wellness Retailer



ABOUT THE CLIENT

One of the world's leading health and wellness retailers and the largest in Europe, supplying its customers with a wide range of vitamins, minerals, health supplements, specialist foods, and natural beauty products. With annual revenues of \$1B, the client has over 1000 stores across Europe.

Owing to challenges with their legacy IT systems, their position as a VHMS leader was under threat. They wanted to leverage overarching digital transformation to fix issues with systems scalability, flexibility, and functionality. In doing so, they wished to invest in a better, more coherent Customer Experience IT platform.

WHAT WAS NEEDED

- A unified customer view that showcased the journey of each customer
- The ability to see lapsing and disengaged customers
- The capability to effectively target and promote offers to specific customer segments

SOLUTION

- ITC Infotech implemented an integrated CRM/Loyalty solution and assisted in defining Customer insight strategy
- The solution included Loyalty, Customer Hub, Analytics, Mobile apps, Segmentation components, and integrations with the client's systems
- Phased implementation to provide the customer quick ROI, measure and increase user adoption, and use a "Learn and Iterate" approach for guaranteed success
- Improved adoption through real-time enrolment and activation
- Provided real-time points accrual and display to customers on receipt @POS
- Delivered a unified customer view
- Developed native Mobile Apps for iOS and Android to extend demographic outreach and improve engagement with the brand
- Created personalized campaigns via customer segmentation (RFMV, Needs, Propensity, etc.)
- Achieved omni-channel recognition, targeting, and rewards

RESULT

- Loyalty penetration at 80% in sales and 75% in volume
- Increased overall sales by 2% and margin by up to 1%
- Achieved new card activation rate of 98%, an increase of 40%
- Saw Customer Retention of 64%, an increase of 18%
- Delivered double the ROI through targeted emails as opposed to non-targeted
- Achieved 10% increase in targeted coupon redemption and 1.3% increase in campaign revenue uplift
- Delivered 4% increase in email open rates and 50% increase in transaction volumes of target segments

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.