Leading Value Fashion Brand rewards and retains consumers with the largest single brand loyalty program in the Middle East

About

Despite facing intense competition, the brand quickly managed to gain a firm foothold in the value retail space. In just over a decade, the retailer has grown to establish more than 170 outlets in the Middle East and plans to expand to 250 outlets by 2020

Though the brand had achieved tremendous growth, customer retention in the highly competitive value retail space was a challenge.

As customers expected a personalised experience, the brand concurred that data analytics could give them insights on how to engage customers effectively while rewarding them optimally for each interaction with the brand.

They wanted to build a loyalty program that was easy to implement, operate and scale across all existing outlets. They also wished to run intelligent and personalised marketing campaigns to increase customer engagement, including enrolment and redemption rates for the loyalty program.

Platforms Used

Insights+ Engage+ Loyalty+

Each customer is of value

You can only deliver on evolving customer expectations by knowing and understanding each customer. With Capillary Insights+ points of data collection were set-up and the brand now receives a single view profile of each customer with insights on their past purchase behaviour. Consumers were also analysed and profiled based on their behavioural propensities to enable personalised engagement.

Seamlessly scalable loyalty

Powered by Capillary Loyalty+, the brands's loyalty program spans multiple countries, and deals with complexities such as different currencies and tax structures etc. Yet, the cloud based solution was seamlessly integrated into their existing infrastructure. Program engagement was increased through real-time, personalised, omnichannel campaigns with timely, relevant product recommendations and optimal rewards. Designed with growth ambitions in mind, the brand easily expands with millions of members, to each store they consecutively opened.

51% YoY
retention of customers

51% Increase
in redemption rates

5X RoI
on average for CRM program

27X Campaign RoI
from active social customers

"We partnered with Capillary to build our loyalty program as their cloud platform promised us the scalability, flexibility and agility we required. They've since helped us generate remarkable YOY growth in incremental sales through personalised engagement and rewards."

CEO, Value Fashion Brand

Get Consumer Ready

Talk to an expert today. Write in
to us: info@capillarytech.com

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