

# Haksoss Café — Customer Journey Mapping: Super Elite

## 1. Original Client Targeting

- The client initially targeted affluent café visitors broadly, without differentiating between premium and super-elite segments.
  - Objectives: Increase loyalty sign-ups and repeat visits among high-value customers.
  - No structured journey mapping existed; engagement metrics were tracked superficially.
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## 2. Data Collection & Research

- **Primary Research:**
  - In-depth interviews with 25 super-elite clientele (income  $\geq$  EGP 1M/year, frequent café patrons).
  - Focus groups to evaluate touchpoints, preferences, and loyalty program perceptions.
  - In-store observation of interactions, peak times, and service expectations.
- **Secondary Research:**
  - Social media analysis (Instagram, TikTok, LinkedIn) for trends among high-income urban segments.
  - Benchmarking competitor luxury cafés and loyalty programs in Alexandria and Greater Cairo.
  - Market reports on luxury coffee consumption and premium service expectations.
- **Key Findings:**
  - Super-elite customers value exclusivity, personalized service, and premium experiences.
  - Digital channels are critical for awareness; email and SMS for retention.
  - Referral and social recognition strongly drive advocacy.

3. Customer Journey: Stages, Data, & Reformulation

| Stage         | Client Target                    | Collected Data & Metrics  | Strategic Reformulation   |
|---------------|----------------------------------|---|---|
| Awareness     | General affluent audience        | <ul style="list-style-type: none"><li>Instagram, TikTok, LinkedIn, Lifestyle blogs</li><li>Content tested: Hero visuals, influencer endorsements</li><li>Metrics: 80,800 unique users reached, 11.3% engagement</li></ul>                     | Focus on super-elite audience using high-quality hero visuals, curated influencer partnerships, and premium offers to maximize engagement with VIP prospects. |
| Consideration | Broad email and social campaigns | <ul style="list-style-type: none"><li>Touchpoints: Social ads, Email campaigns, Landing pages</li><li>Metrics: CTR 3.8%, Email open rate 35%</li><li>Content: VIP offers, curated menu highlights, testimonials</li></ul>                     | Refine content to appeal to high-income preferences, highlighting exclusivity, curated experiences, and social validation to drive loyalty program interest.  |
| Conversion    | General sign-ups                 | <ul style="list-style-type: none"><li>Loyalty program sign-up, in-store interactions, checkout process</li><li>Metrics: 1,070 loyalty sign-ups, 6.2% conversion rate, ROAS 4.11:1</li><li>Content: Exclusive offers, first-time VIP</li></ul> | Streamline onboarding with VIP-first experiences, targeted exclusive offers, and high-touch service to maximize conversion among super-elite prospects.       |

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|-----------|-------------------------|--|--|
|           |                         | benefits, premium coffee experience  |  |
| Retention | Basic retention efforts | <ul style="list-style-type: none"> <li>• Touchpoints: Personalized Email, SMS, VIP events, Seasonal menus</li> <li>• Metrics: 15% retention rate, 18% re-engagement of dormant members</li> <li>• Content: Seasonal offers, personalized recommendations, loyalty rewards</li> </ul> | Implement hyper-personalized loyalty communications and VIP-exclusive events to maintain engagement and long-term retention among super-elite clientele. |
| Advocacy  | General word-of-mouth   | <ul style="list-style-type: none"> <li>• Touchpoints: Social sharing, Referral programs, VIP testimonials</li> <li>• Metrics: Positive reviews, referrals, social engagement growth</li> <li>• Content: Referral incentives, UGC campaigns, testimonials</li> </ul>                  | Activate VIP brand ambassadors through referral incentives, curated UGC campaigns, and recognition programs to convert loyal clients into advocates.     |

#### 4. Methodology & Rationale

- **Primary Research:** Focus groups, interviews, and in-store observations targeting super-elite clientele.
  - **Secondary Research:** Social media trend analysis, competitor benchmarking, market reports.
  - **Data Sources:** Instagram/TikTok engagement analytics, email campaign metrics, loyalty program analytics, in-store footfall data.
  - **Strategic Reformulation:** Each journey stage was redefined to align with super-elite expectations, focusing on exclusivity, high-touch engagement, and premium digital & in-store experiences.
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#### 5. Key Insights for Word-Ready Documentation

- Awareness requires high-quality visuals and influencer partnerships targeting super-elite audiences.
- Consideration should emphasize exclusivity and VIP-level benefits to drive engagement.
- Conversion is maximized through personalized experiences and first-touch VIP perks.
- Retention relies on exclusive communications, seasonal menus, and events for loyalty reinforcement.
- Advocacy is activated via referral campaigns, user-generated content, and public recognition of VIP customers.