# 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.

## 2. Data Collection & Research

* **Primary Research:**
  + In-depth interviews with 25 super-elite clientele (income ≥ 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

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| **Stage** | **Client Target** | **Collected Data & Metrics** | **Strategic Reformulation** |
| Awareness | General affluent audience | * Instagram, TikTok, LinkedIn, Lifestyle blogs * Content tested: Hero visuals, influencer endorsements * Metrics: 80,800 unique users reached, 11.3% engagement | 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 | * Touchpoints: Social ads, Email campaigns, Landing pages * Metrics: CTR 3.8%, Email open rate 35% * Content: VIP offers, curated menu highlights, testimonials | Refine content to appeal to high-income preferences, highlighting exclusivity, curated experiences, and social validation to drive loyalty program interest. |
| Conversion | General sign-ups | * Loyalty program sign-up, in-store interactions, checkout process * Metrics: 1,070 loyalty sign-ups, 6.2% conversion rate, ROAS 4.11:1 * Content: Exclusive offers, first-time VIP benefits, premium coffee experience | Streamline onboarding with VIP-first experiences, targeted exclusive offers, and high-touch service to maximize conversion among super-elite prospects. |
| Retention | Basic retention efforts | * Touchpoints: Personalized Email, SMS, VIP events, Seasonal menus * Metrics: 15% retention rate, 18% re-engagement of dormant members * Content: Seasonal offers, personalized recommendations, loyalty rewards | 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 | * Touchpoints: Social sharing, Referral programs, VIP testimonials * Metrics: Positive reviews, referrals, social engagement growth * Content: Referral incentives, UGC campaigns, testimonials | 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.

## 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.