

王永慶賣米

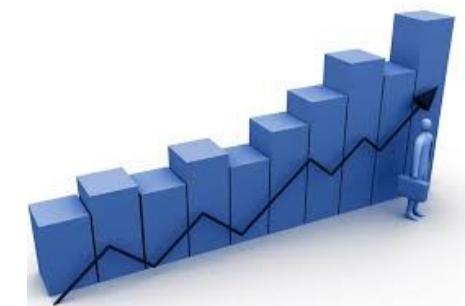


CRM
Customer Relationship Management
會員關係管理

越趨複雜的零售業環境

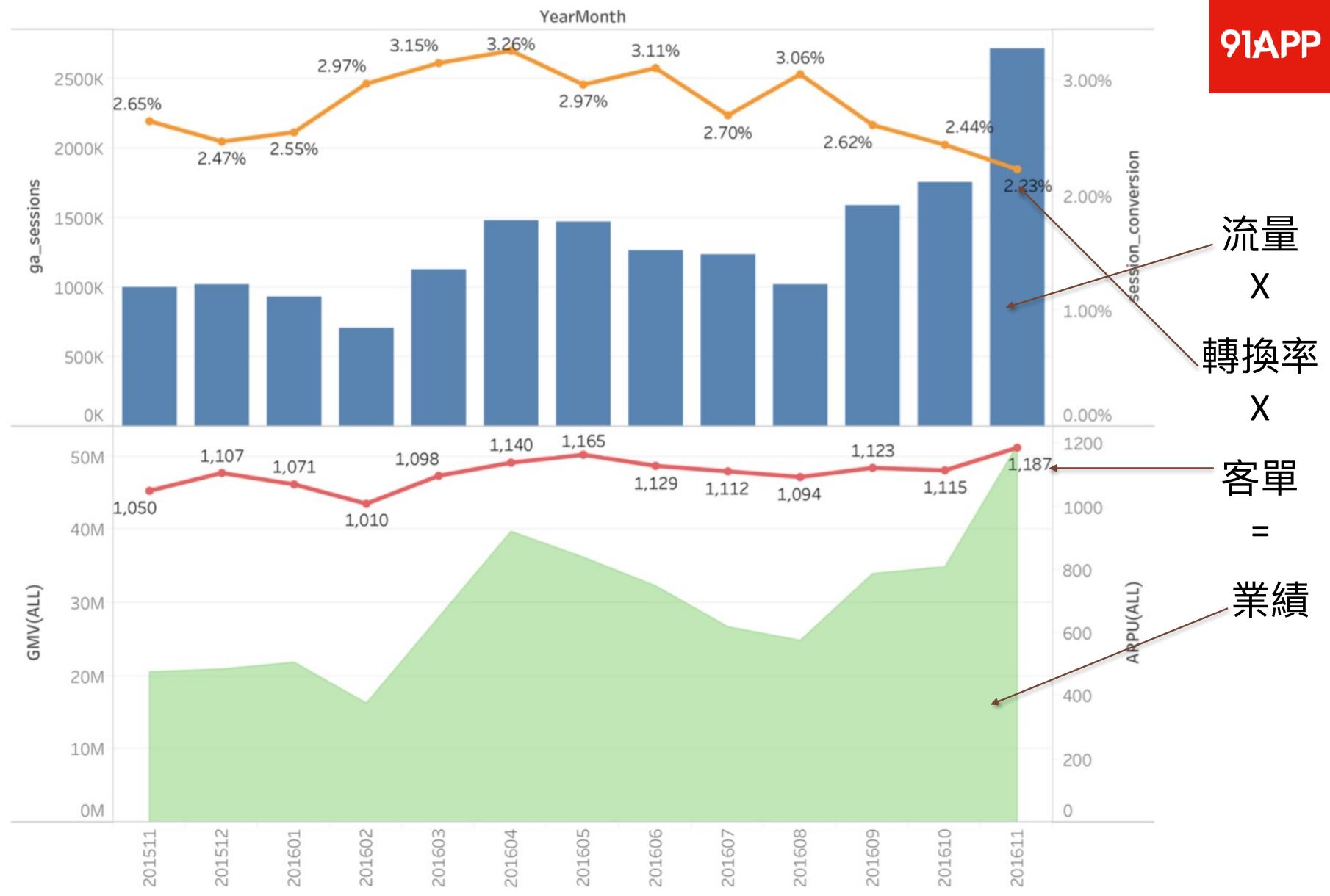


零售業的本質

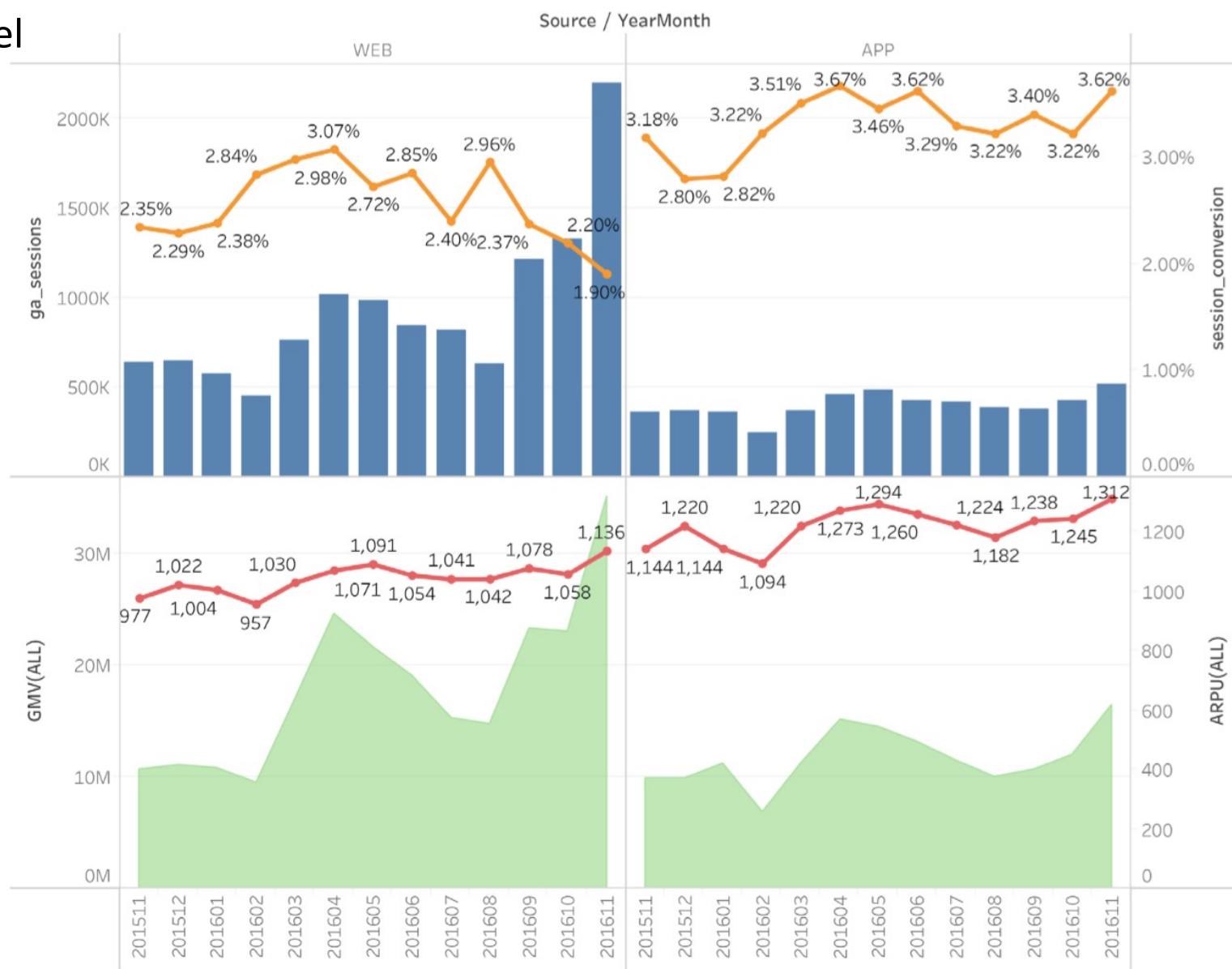


$$\text{來客數} \times \text{提袋率} \times \text{客單價} = \text{業績}$$

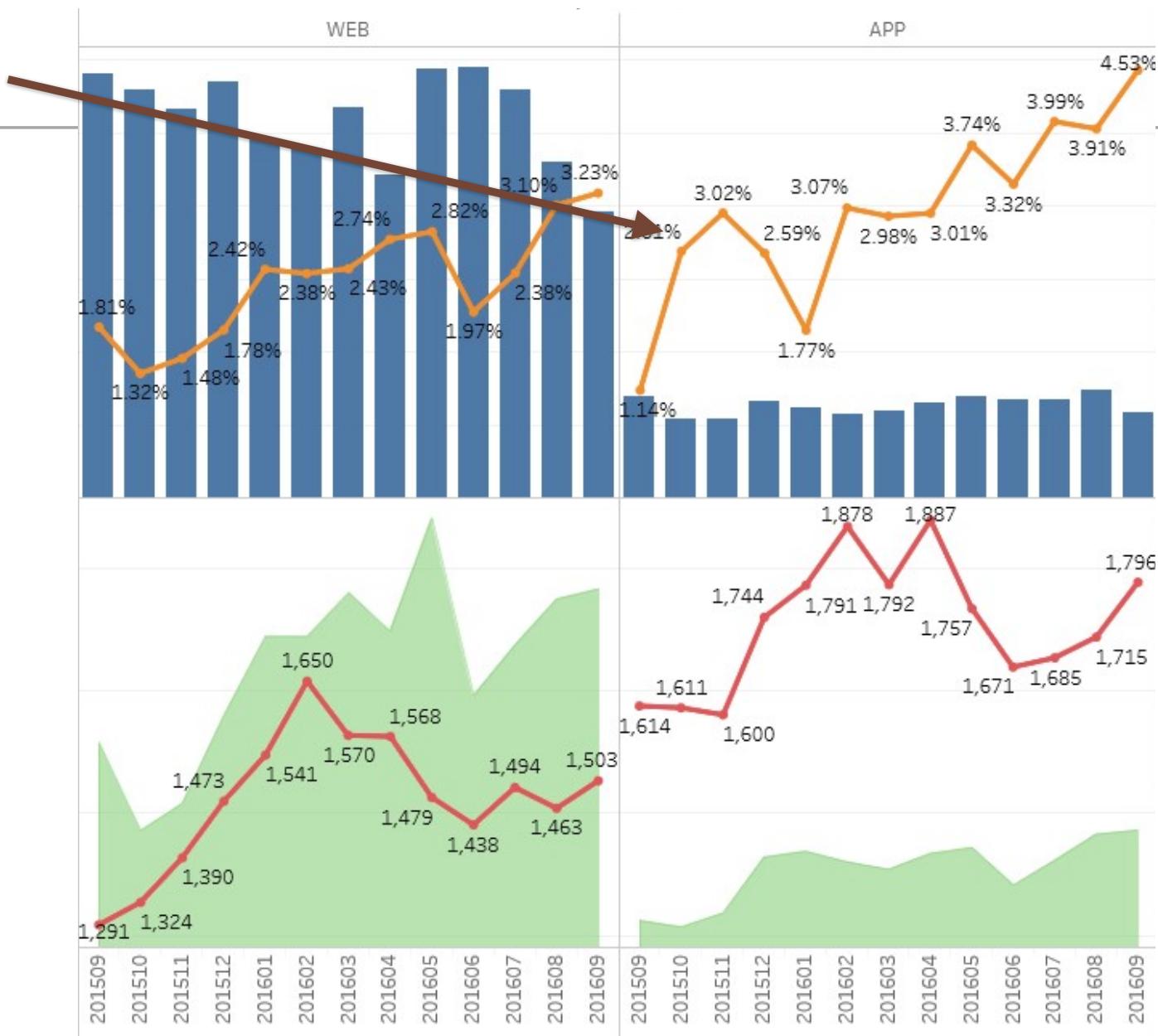
$$\text{訪客數} \times \text{轉換率} \times \text{客單價} = \text{業績}$$



By Channel

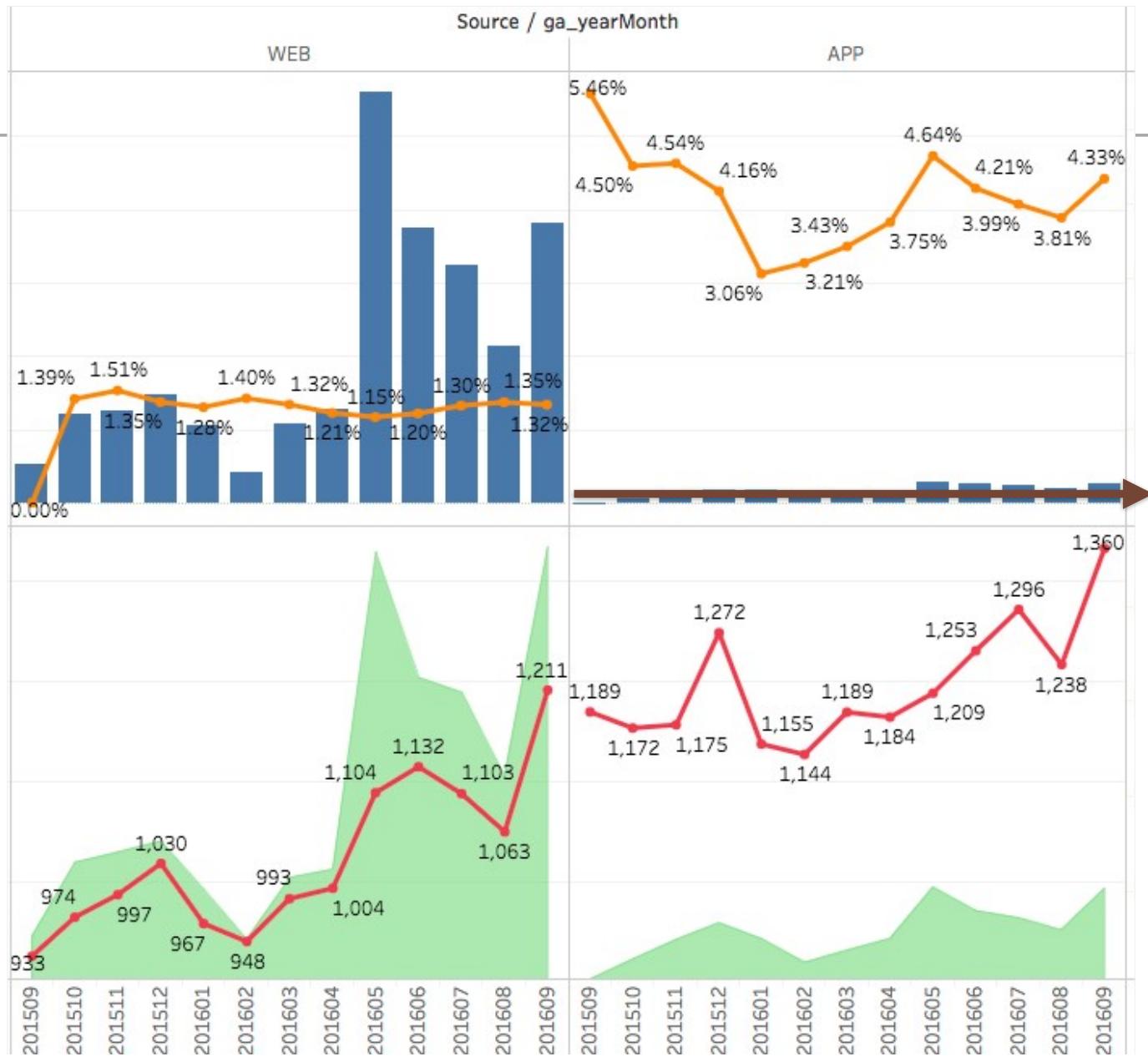


案例

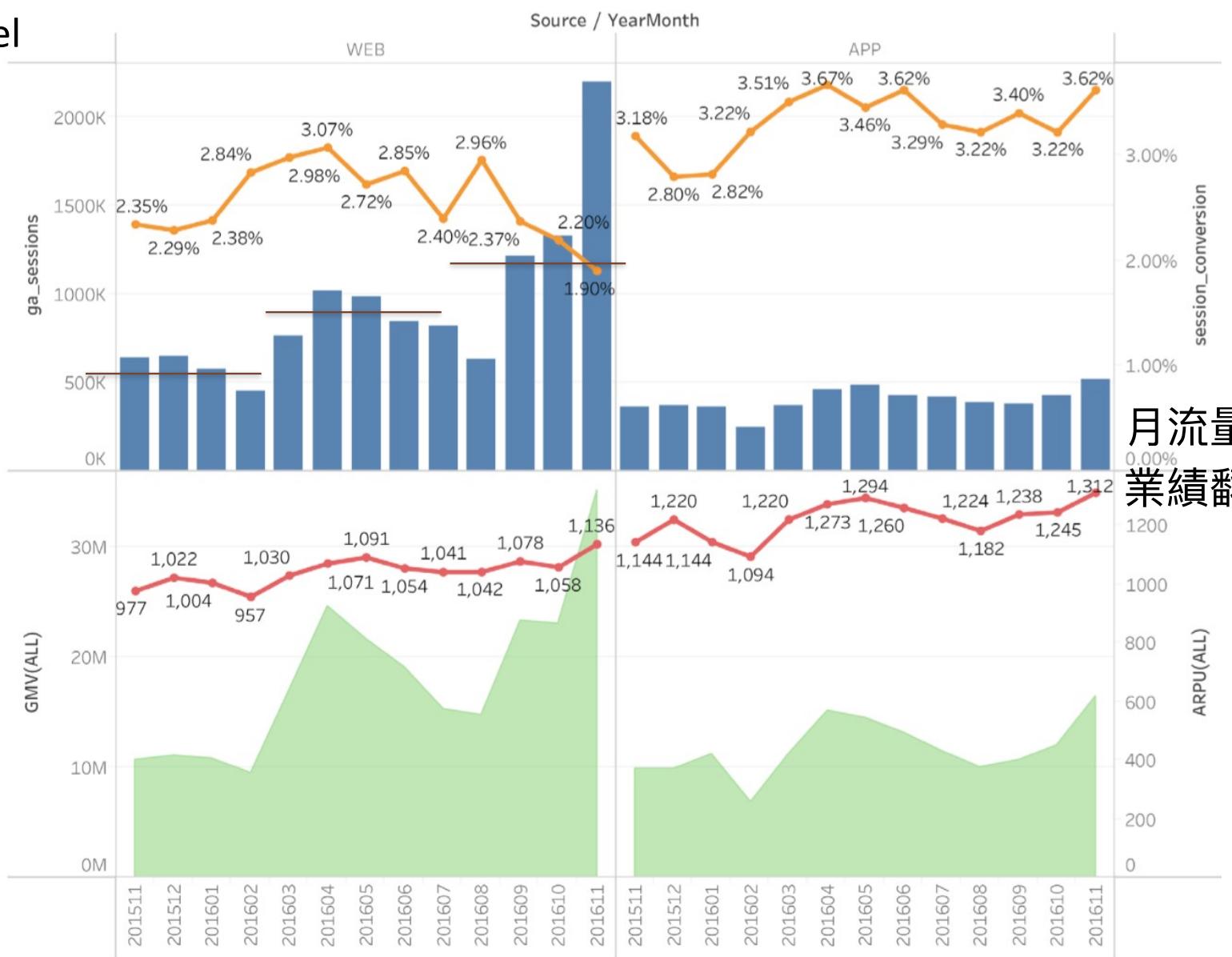


案例

91APP

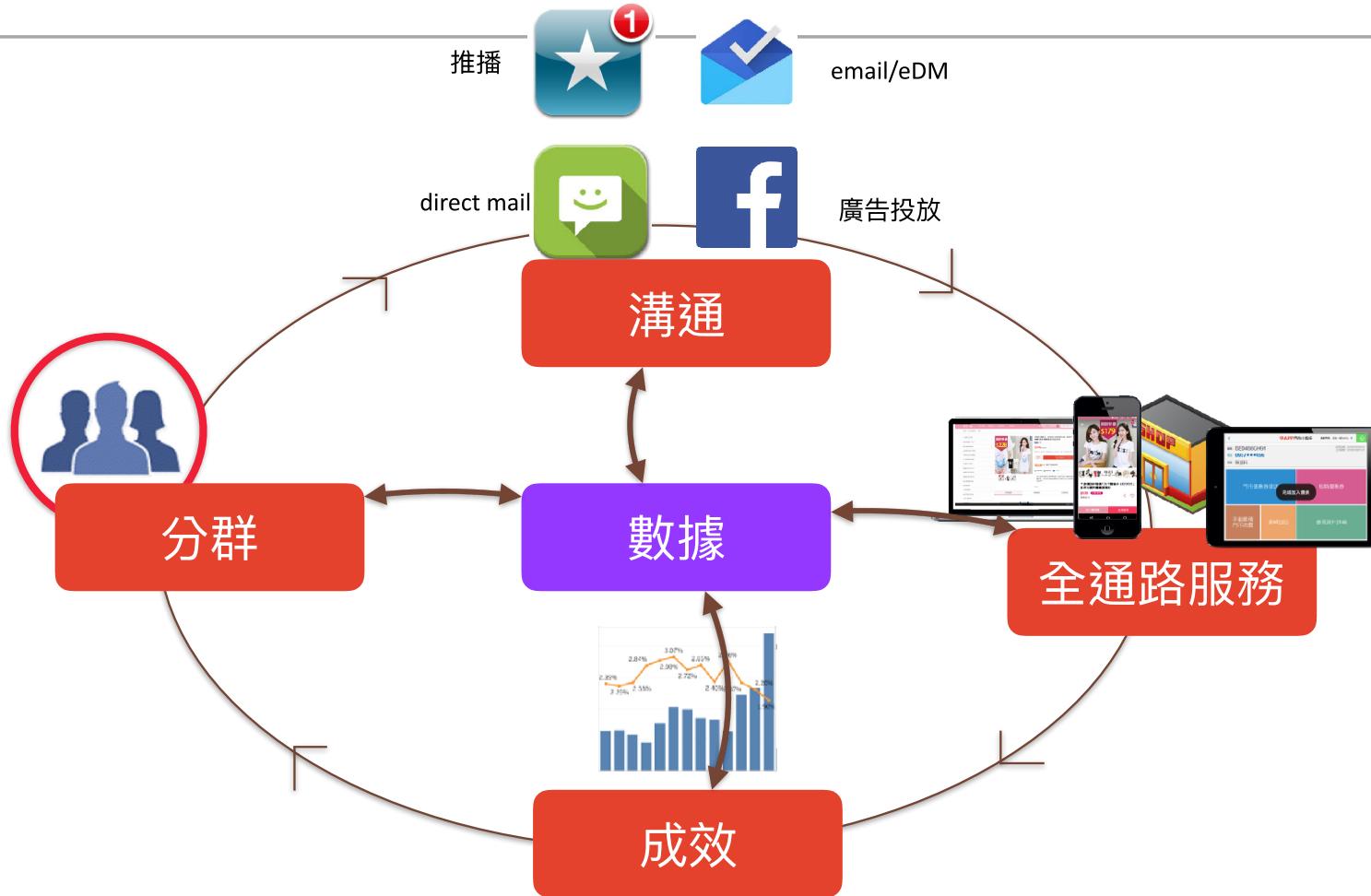


By Channel



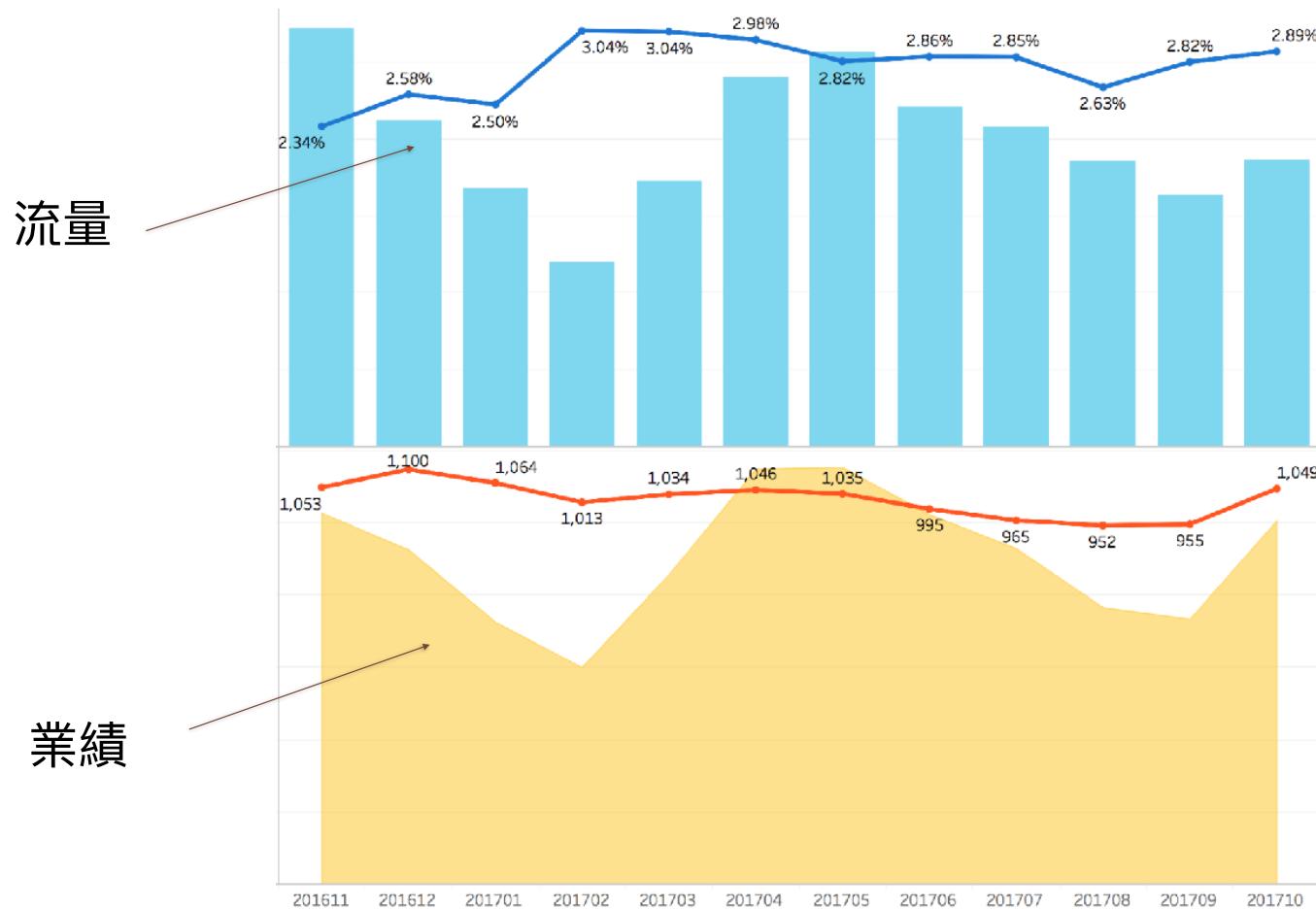
月流量成長是整體
業績翻倍的關鍵

會員經營的目的



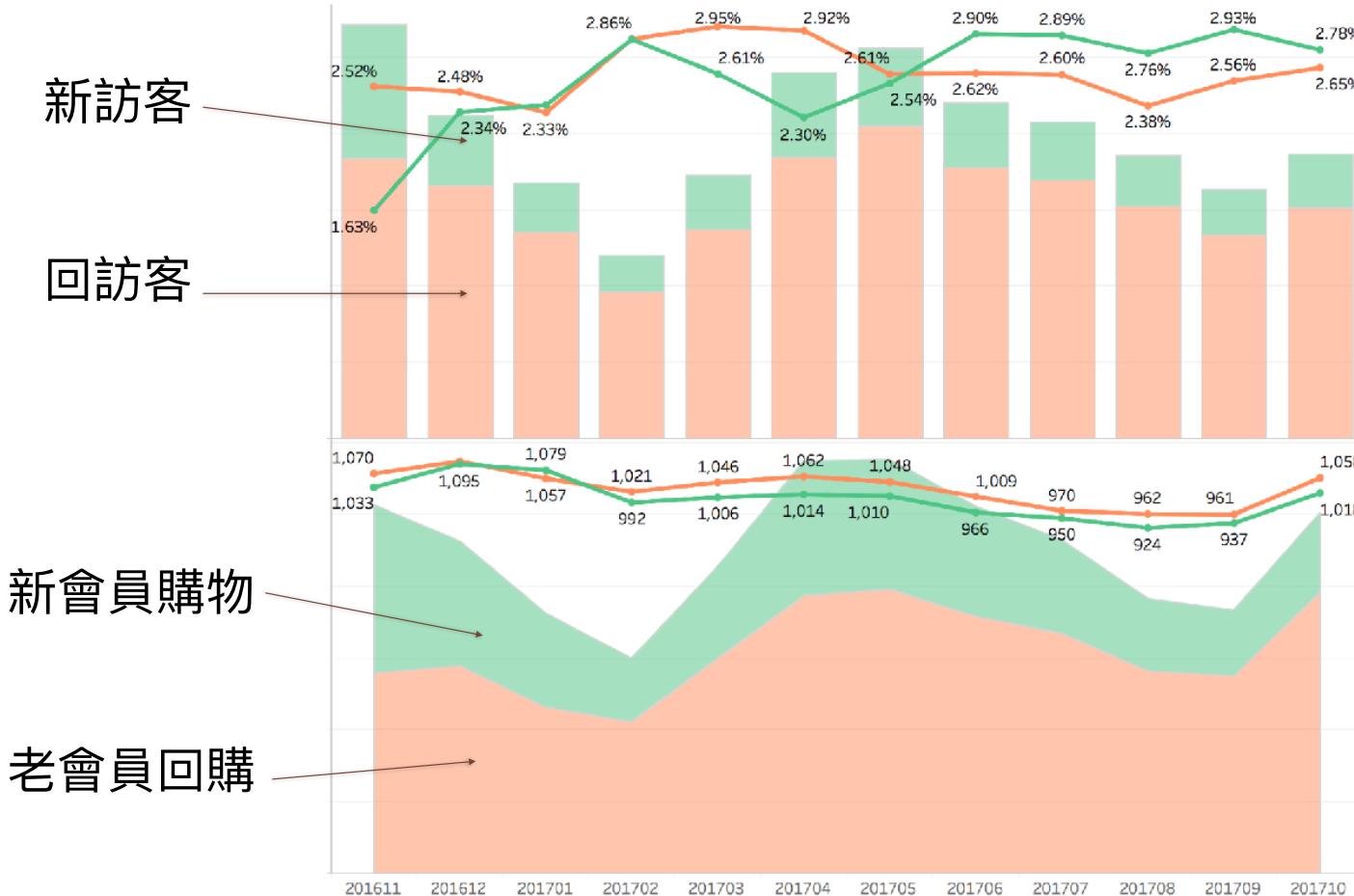
全景數據：全通路追蹤成效

新客 / 熟客 新會員 / 老會員



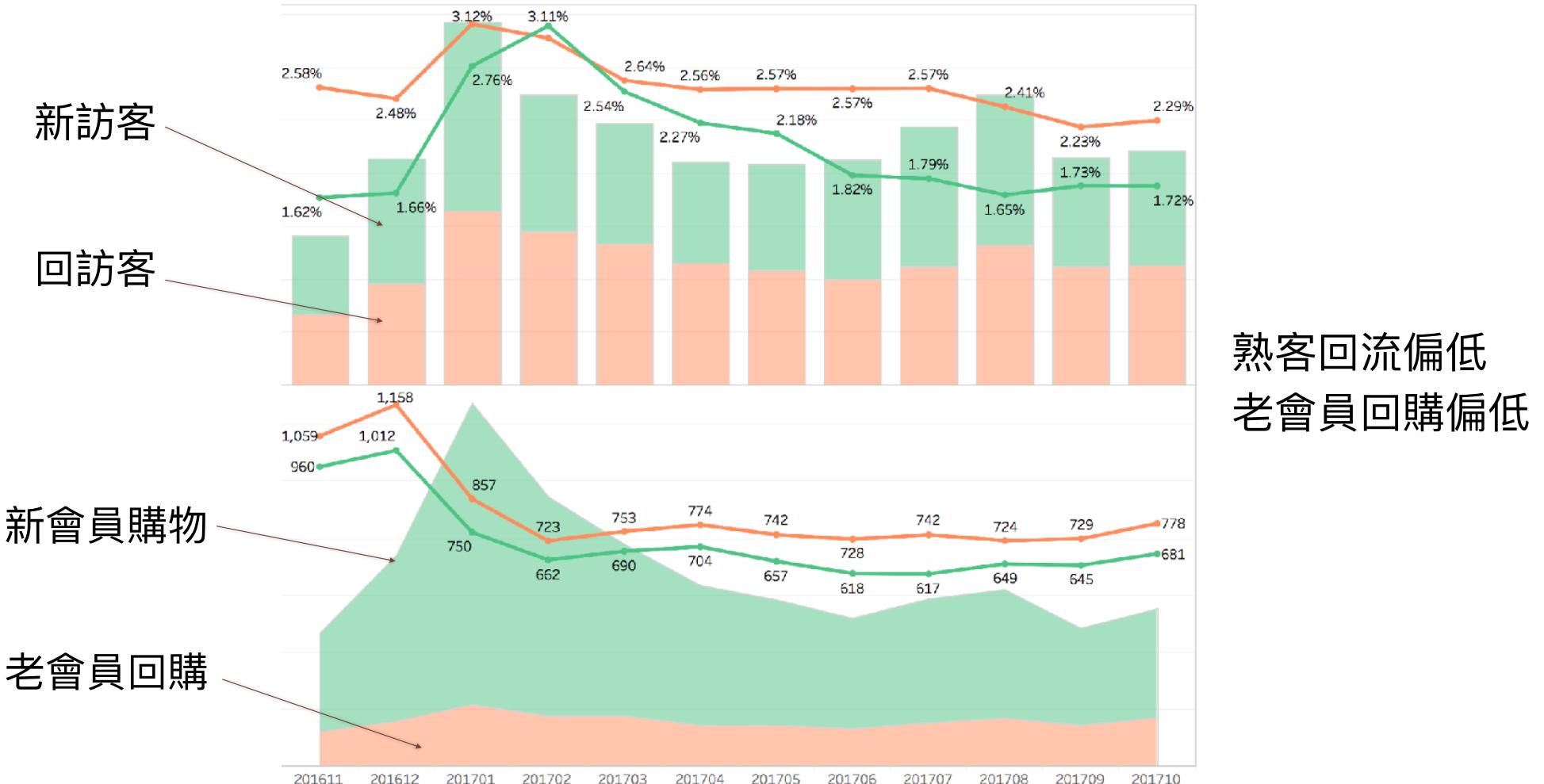
新客 / 熟客 新會員 / 老會員

91APP



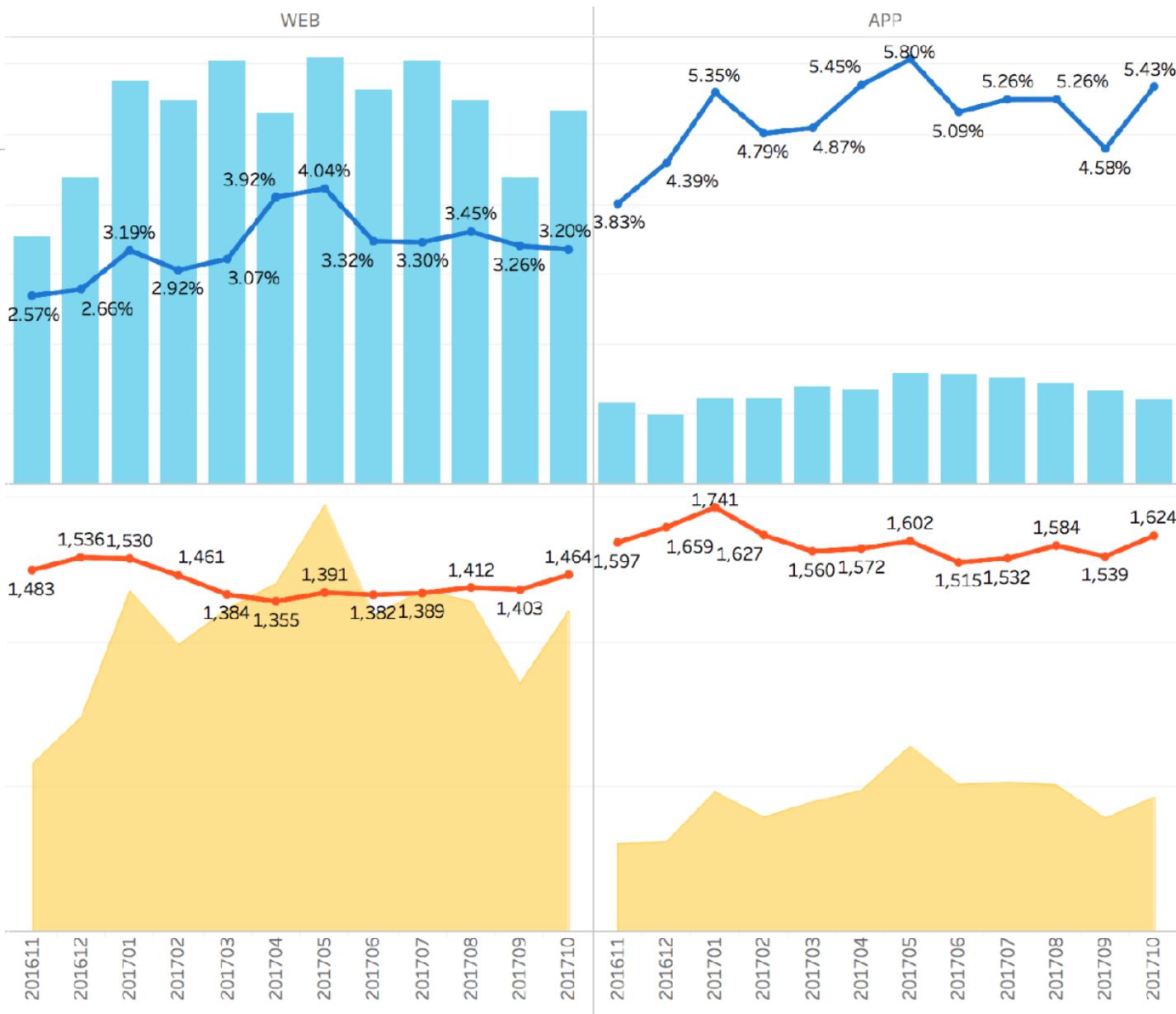
老會員回購佔了
8成以上的業績

熟客回流/ 老會員回購 是業績穩定成長的關鍵



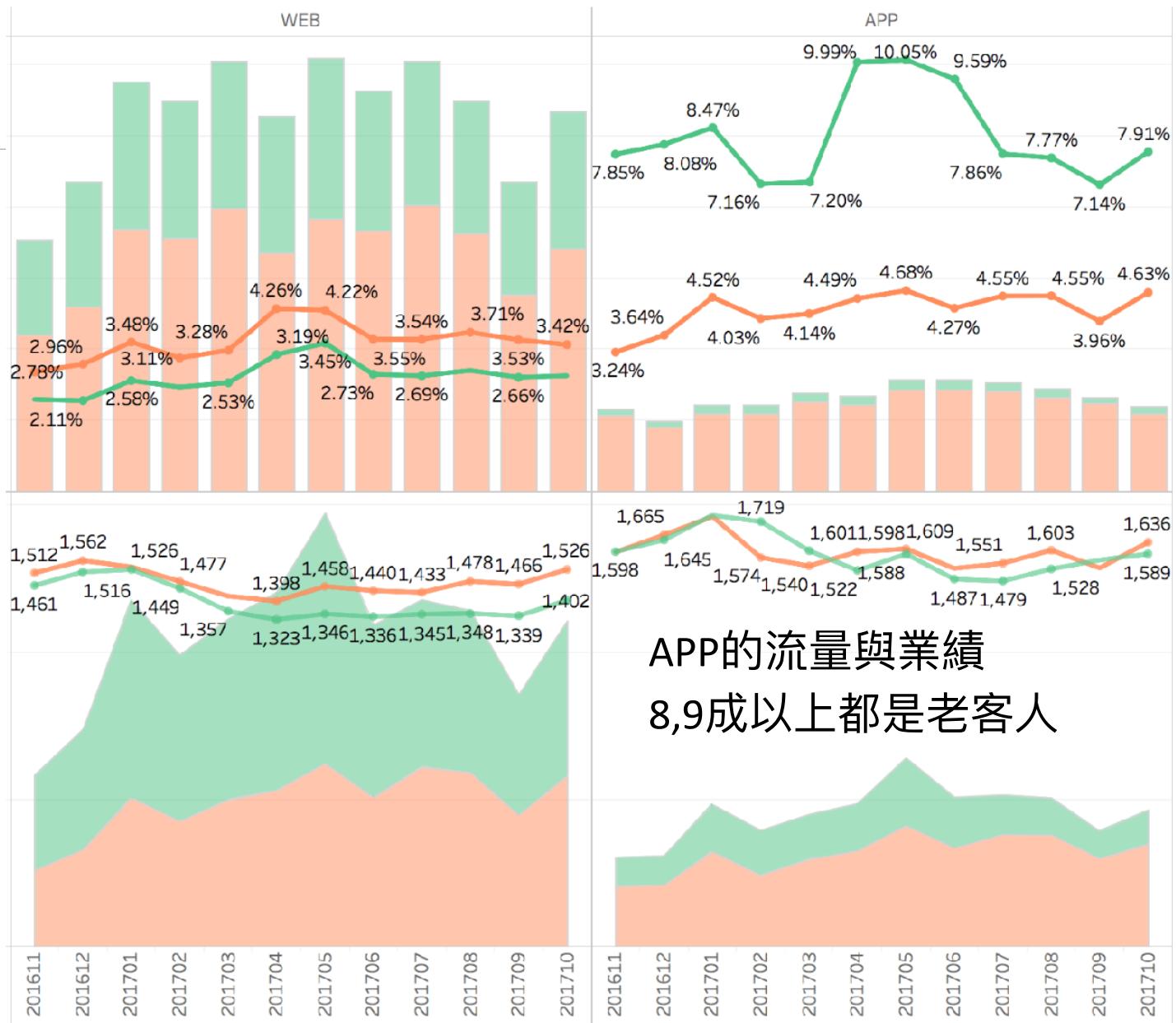
WEB v.s APP

APP轉換率高於WEB
APP客單價高於WEB



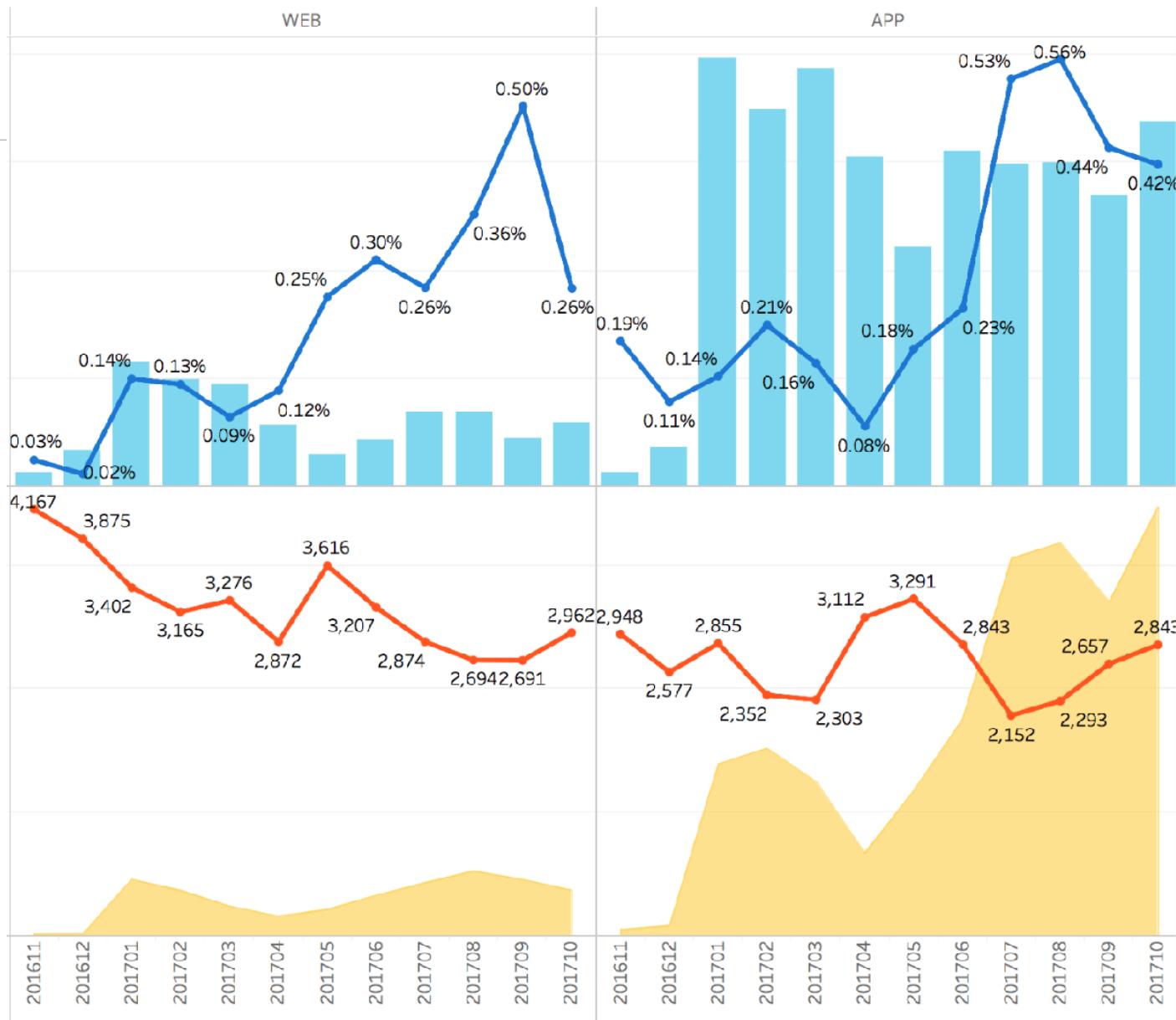
WEB v.s. APP

WEB找新客人
APP經營熟客



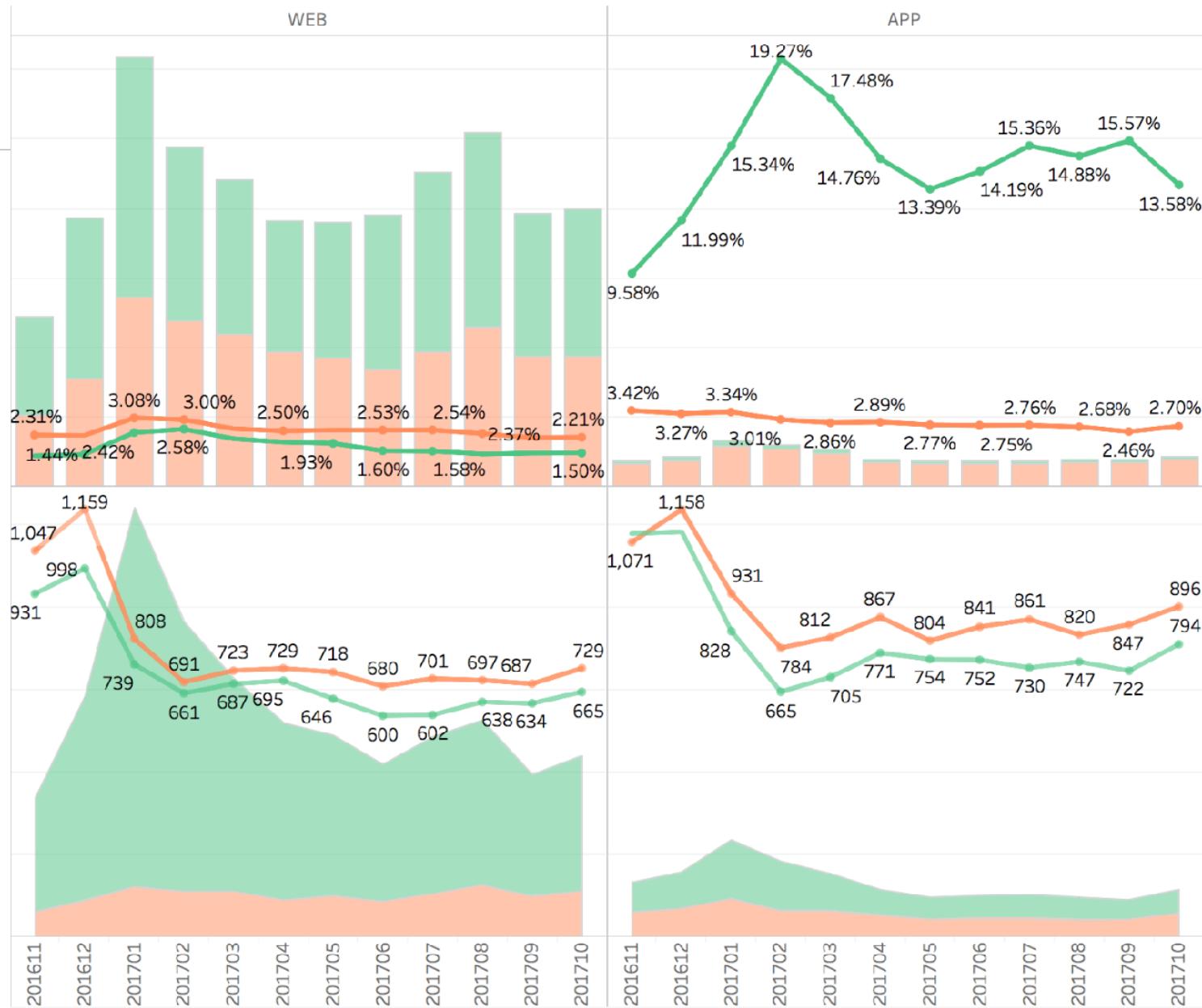
APP v.s. 品牌

品牌知名度越高
APP效用越大



會員的重要性

無法留住會員
→ 流量起伏大
→ 無業績穩定成長力道
→ APP下載量不佳



會員經營的關鍵因素



品牌力



商品力



服務力



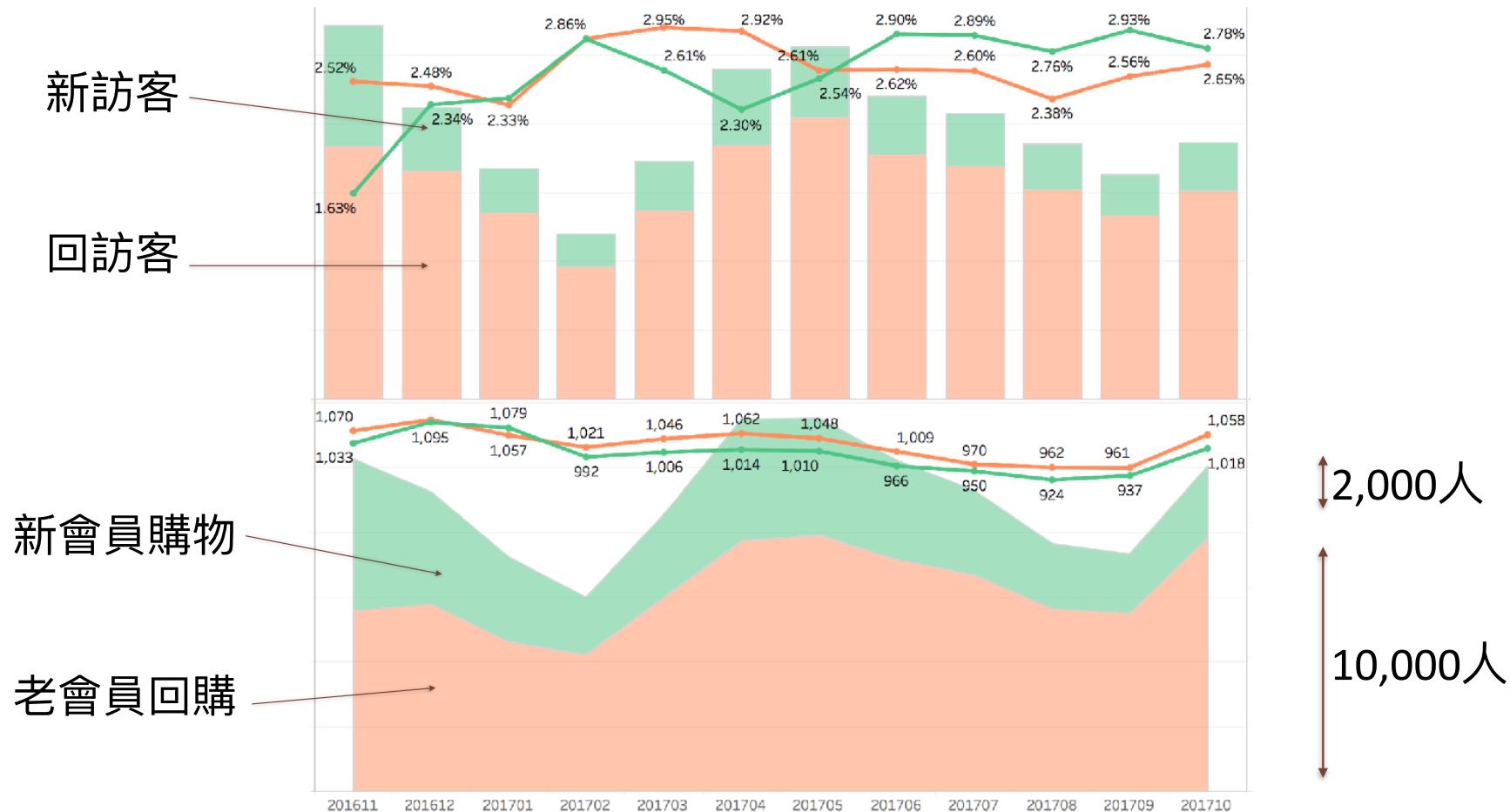
數據力

行銷
故事
價值

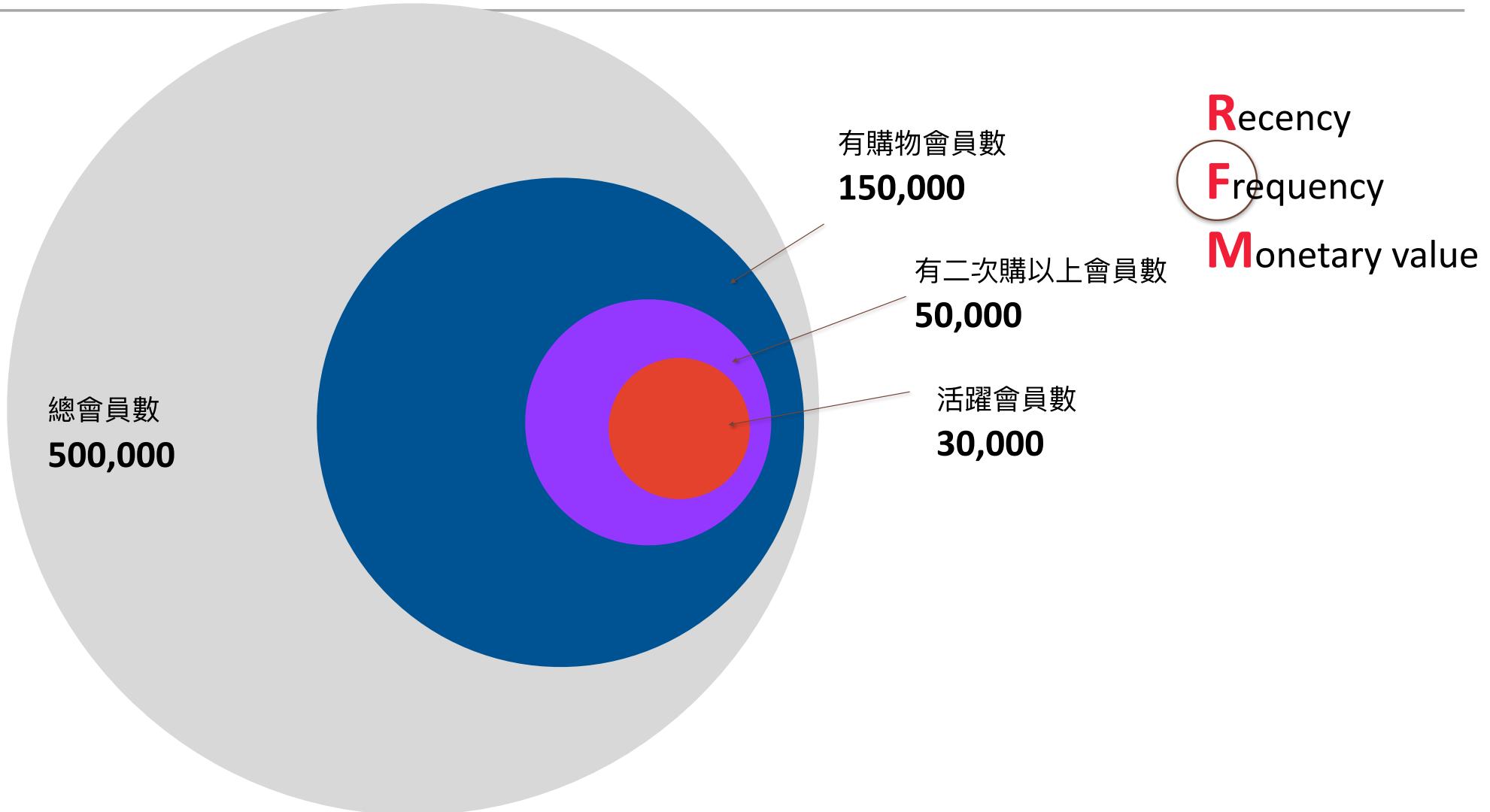
品質
庫存
特色

客服
出貨
參與

品牌會員分佈情形

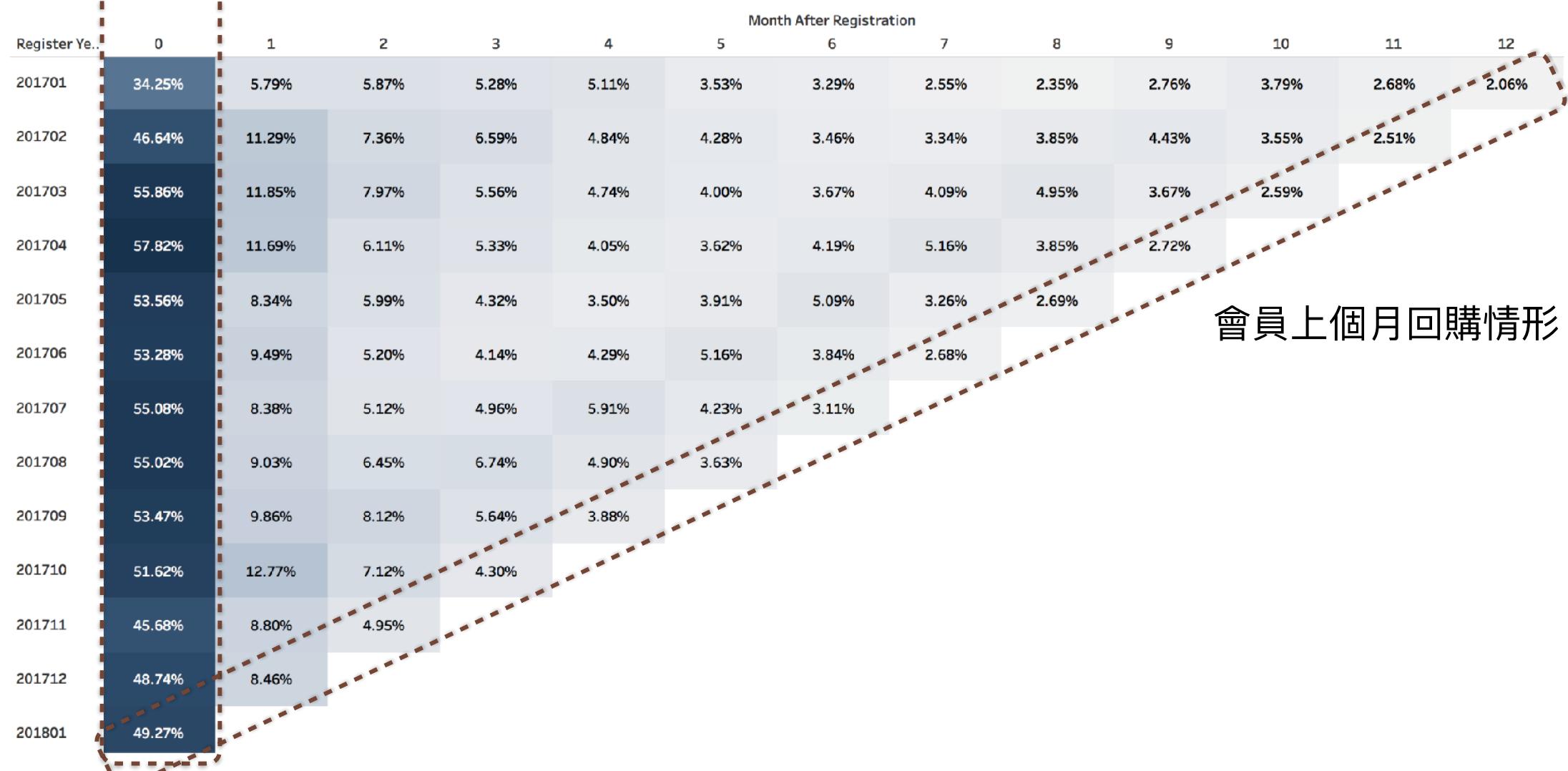


品牌會員分佈情形

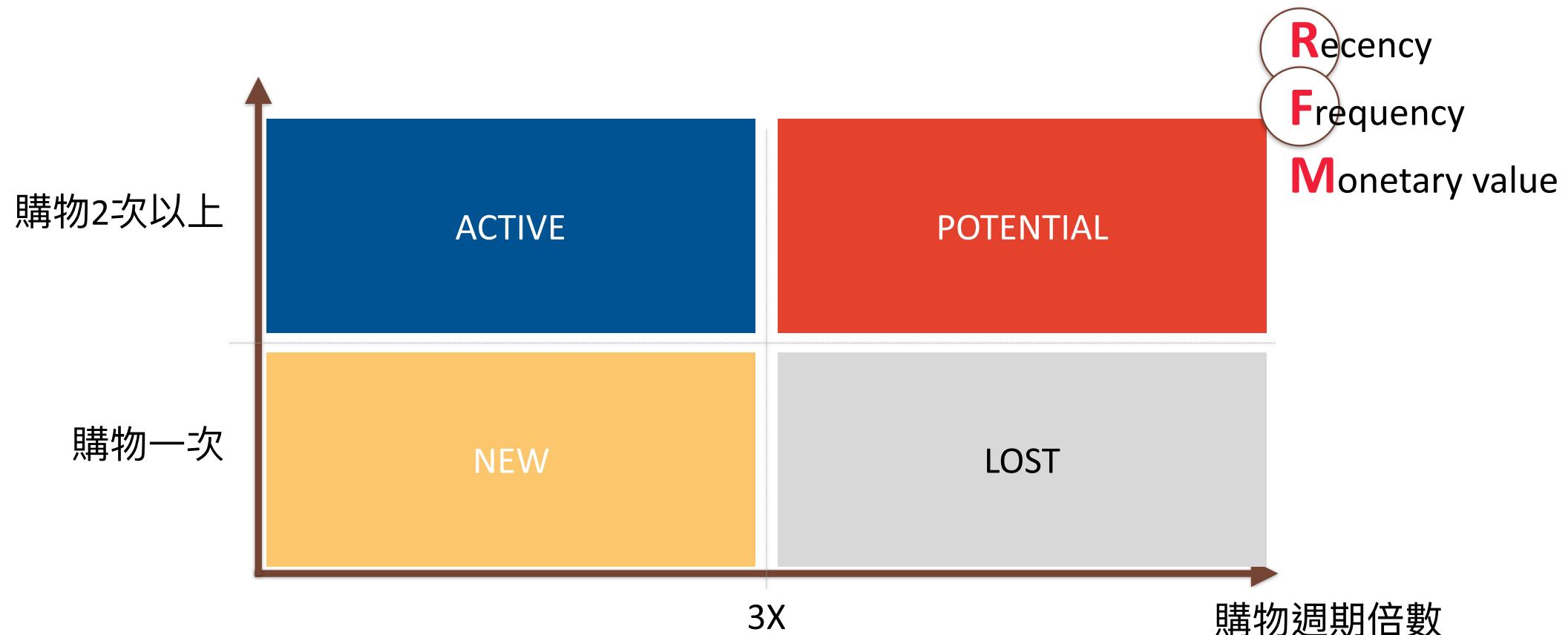


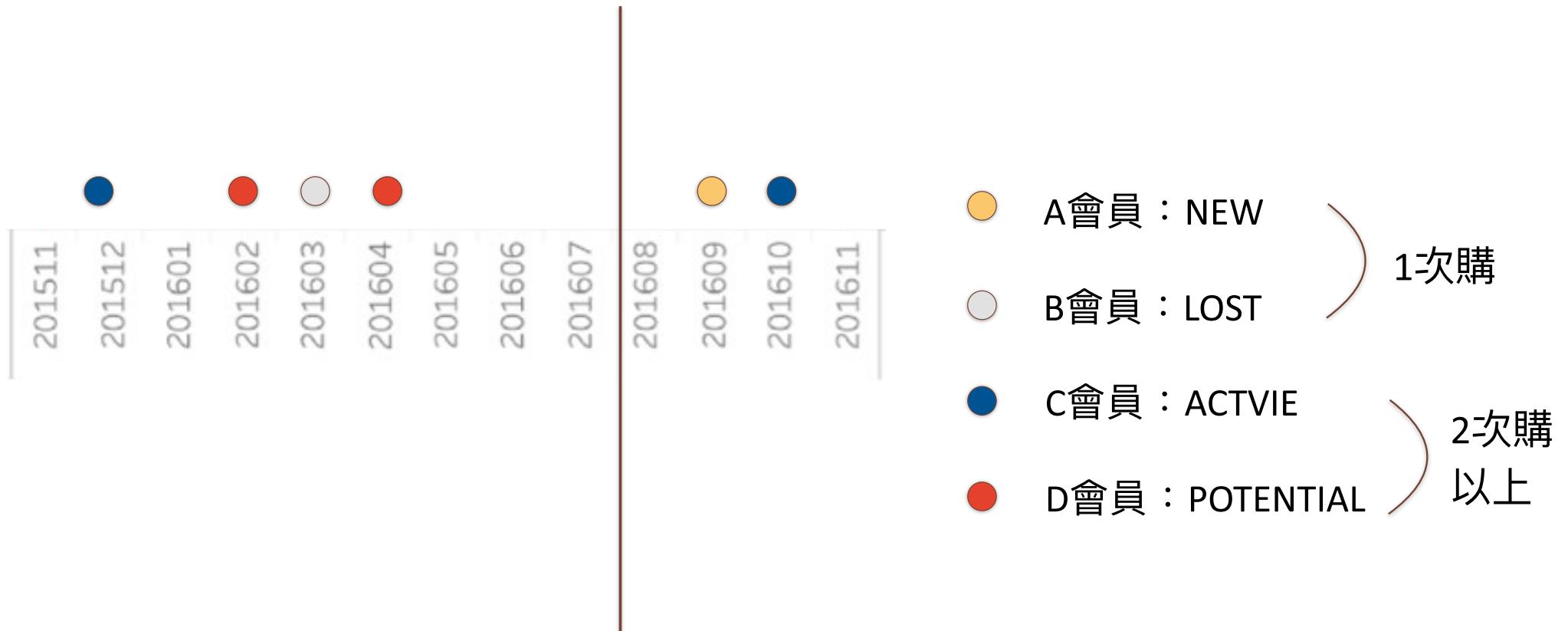
新會員當月購物

Member Transaction Cohort Analysis by Shops

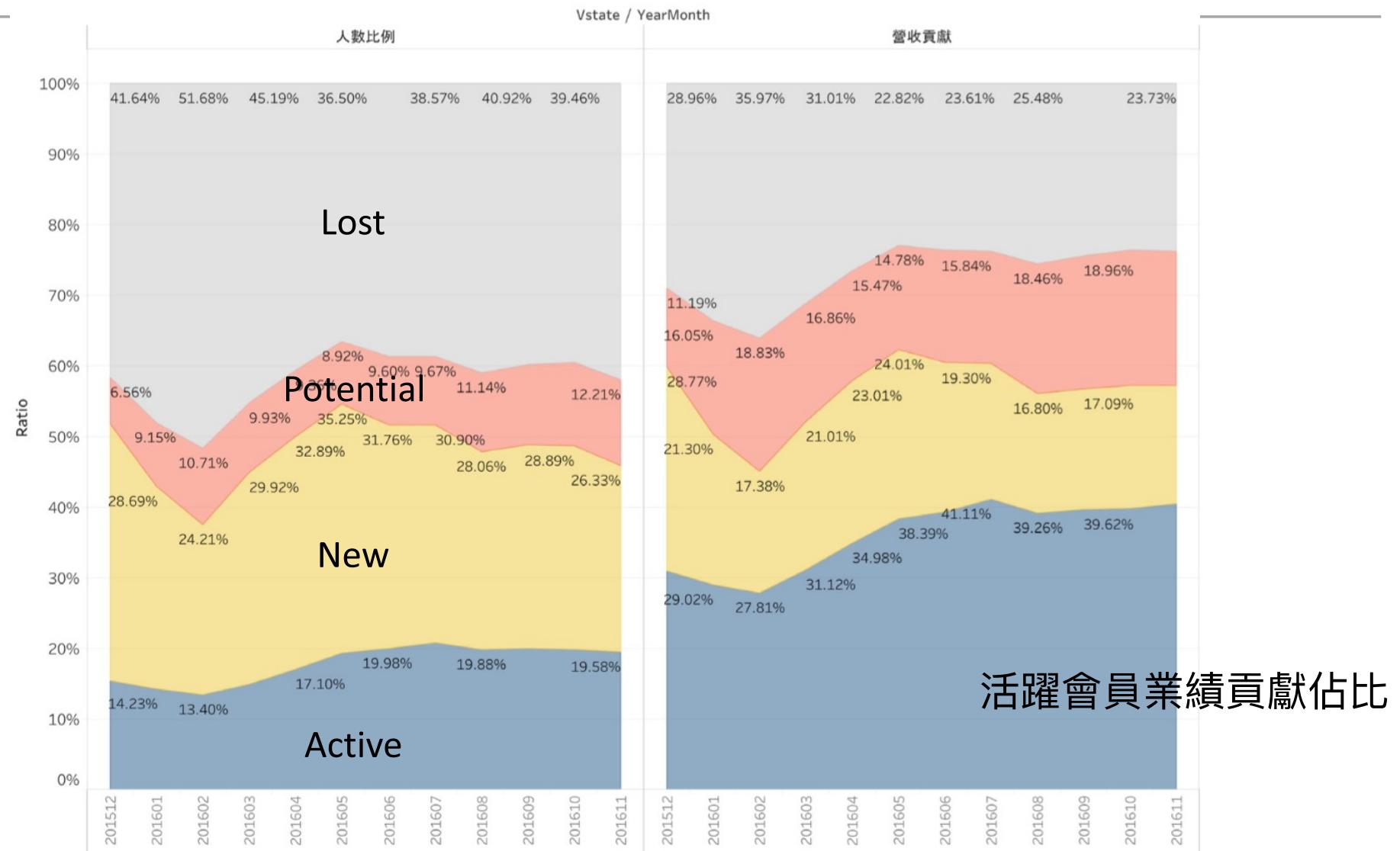


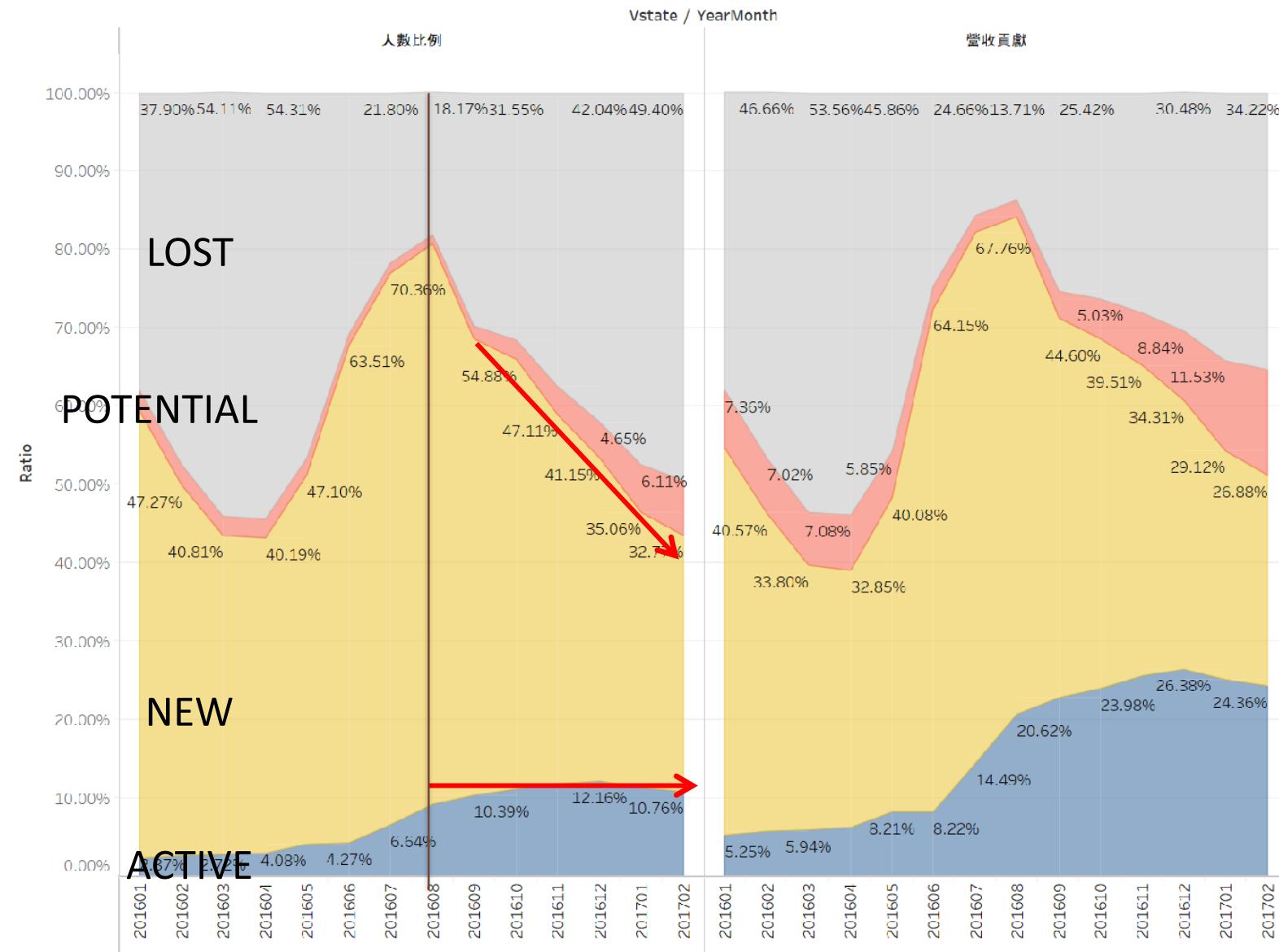
會員NAPL模型



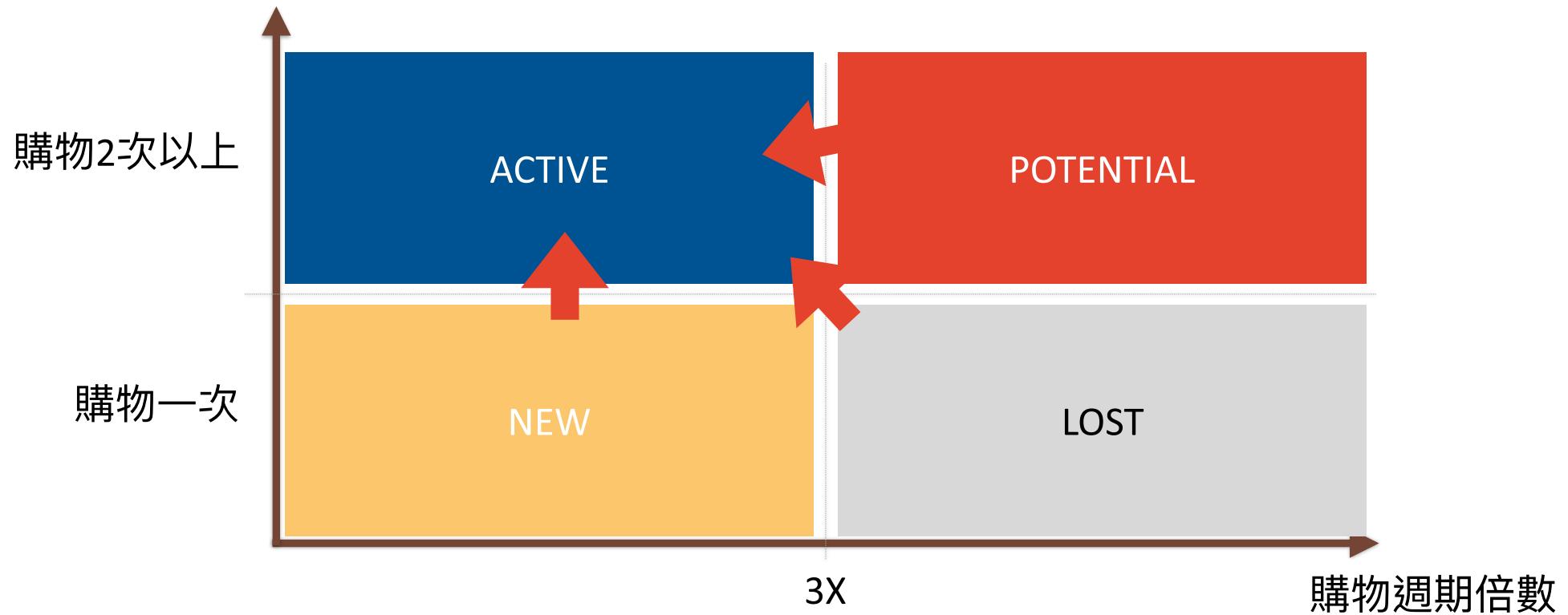


NAPL 會員分佈趨勢

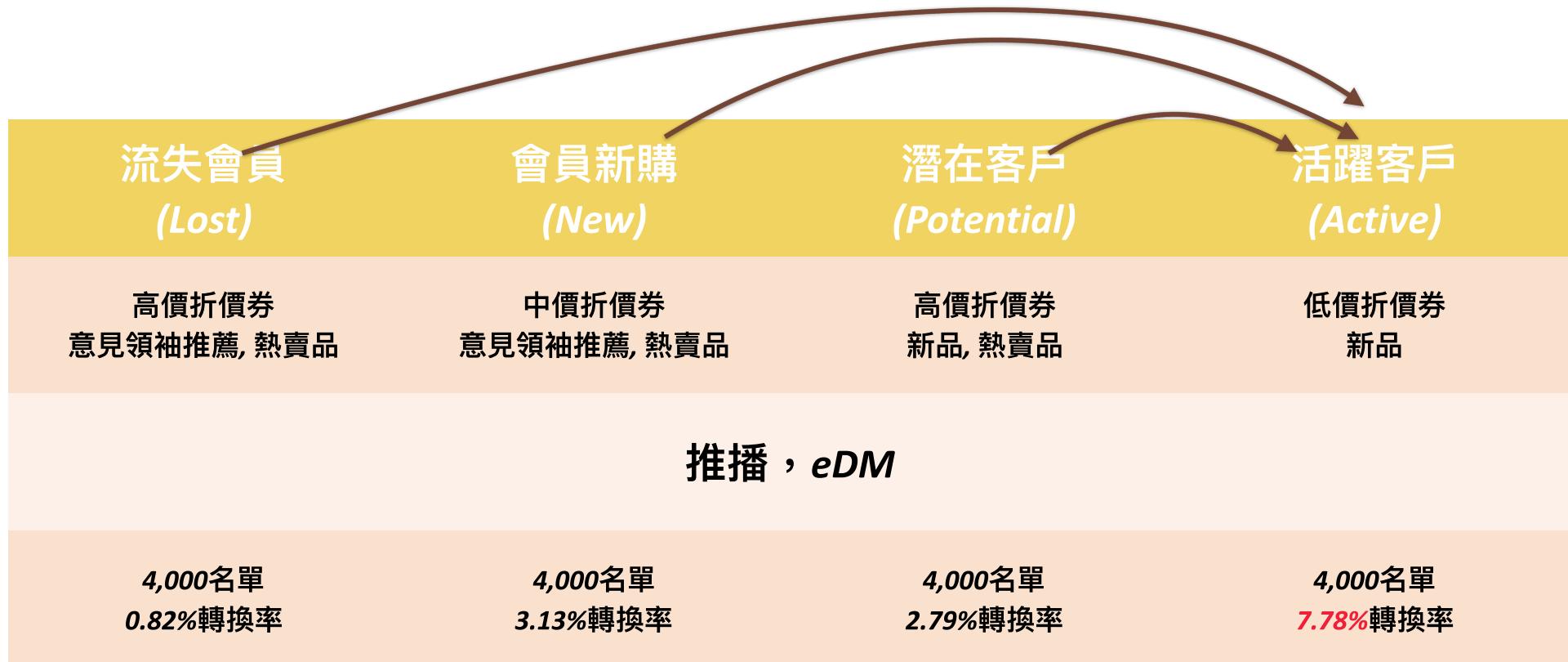




驅動 NAPL 模型 會員分布的移動



NAPL 會員分群溝通 實驗

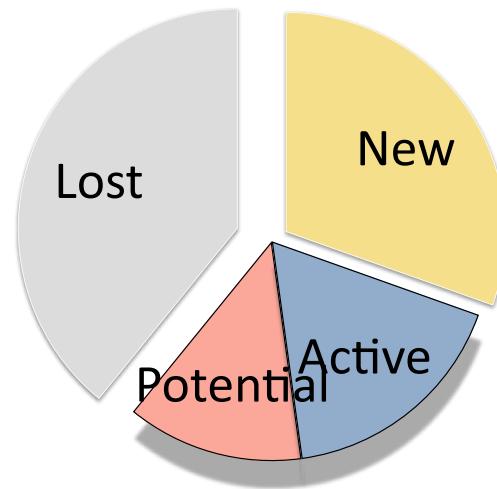


NAPL會員分群溝通

全部會員溝通



NAPL分群



總發送人數：582,656
購買人數：5,430
轉換率：0.93%
總銷售金額：4,153,950

總發送人數：136,400
購買人數：4,610
轉換率：3.38%
總銷售金額：3,980,786

$$\begin{array}{rcl} 5,000 & & \\ 50,000 & & \\ 500,000 & \times & 100 \text{ 元} \\ & & \text{每年每個會員溝通成本} \end{array} = \begin{array}{l} 50,000,000 \text{ 元} \\ \text{每年會員溝通成本} \end{array}$$

500,000 x 100 元 = 50,000,000 元

Q1APP

每年每個會員溝通成本

每年會員溝通成本

50,000 x 120 = 6,000,000

10% 活躍客戶(Active)

100,000 x 80 = 8,000,000

20% 新客戶(New)

150,000 x 50 = 4,500,000

30% 潛在客戶(Potential)

200,000 x 20 = 4,000,000

40% 流失客戶(Lost)

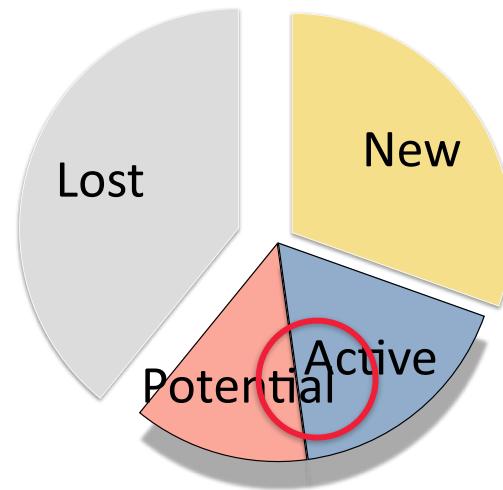
22,500,000

NAPL會員分群溝通

全部會員溝通



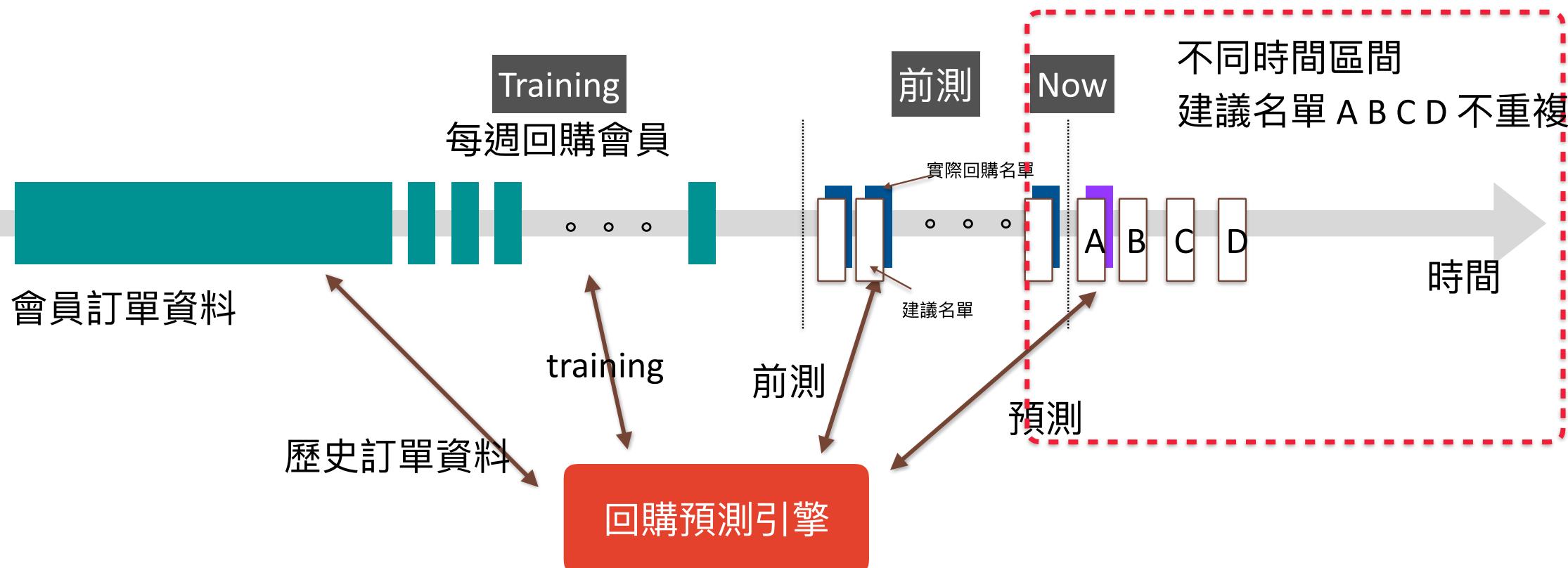
NAPL分群



總發送人數：582,656
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總銷售金額：3,980,786

回購預測分群



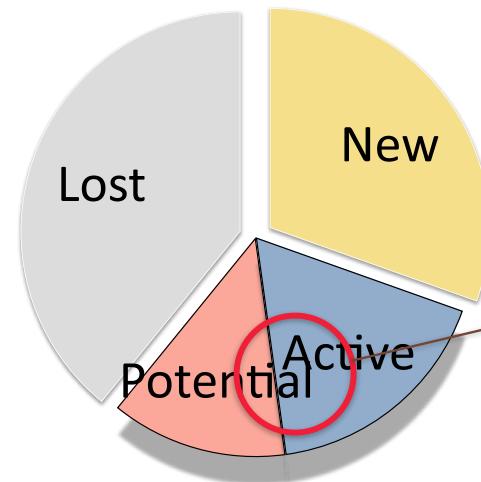
回購預測分群：降低溝通成本 增加溝通次數

全部會員溝通



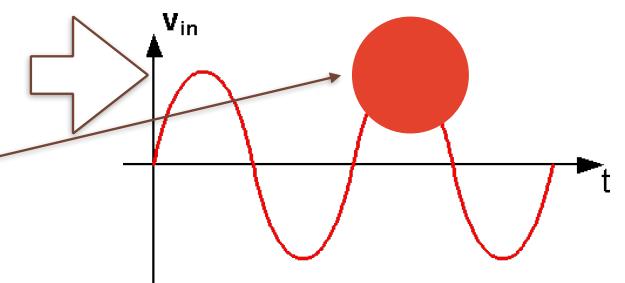
總發送人數：582,656
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轉換率：0.93%
總銷售金額：4,153,950

NAPL分群



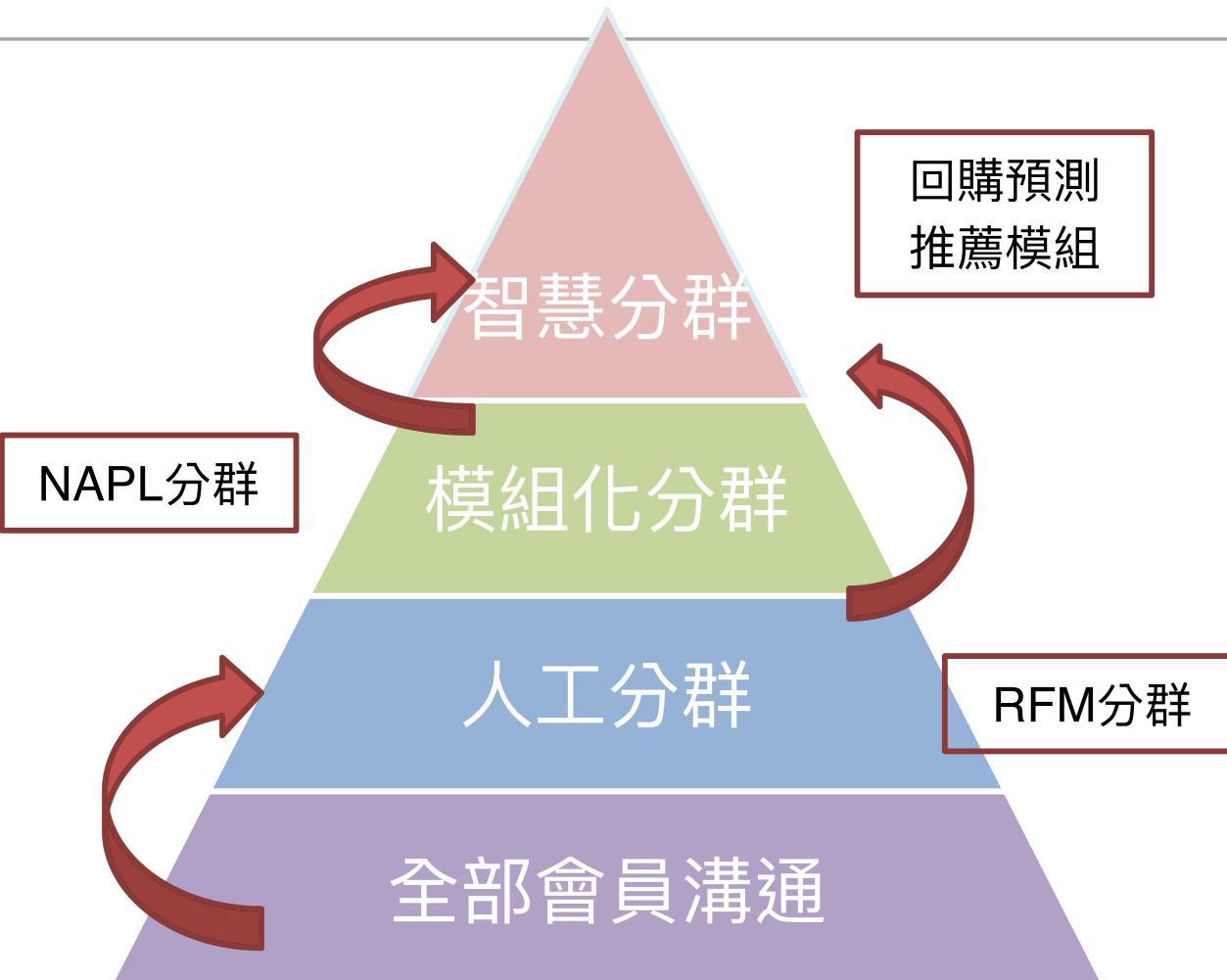
總發送人數：136,400
購買人數：4,610
轉換率：3.38%
總銷售金額：3,980,786

回購預測分群



總發送人數：40,000
購買人數：4,960
轉換率：12.40%
總銷售金額：4,305,280 X2

會員分群是會員經營的關鍵之一



零售業的本質

消費者溝通 → 流量 \times 轉換率 \times 客單價 = 業績

流量成本

降低流量成本

20%

轉換成效

提高轉換成效

1

1.5

銷貨收入

100%

1.5

銷貨成本

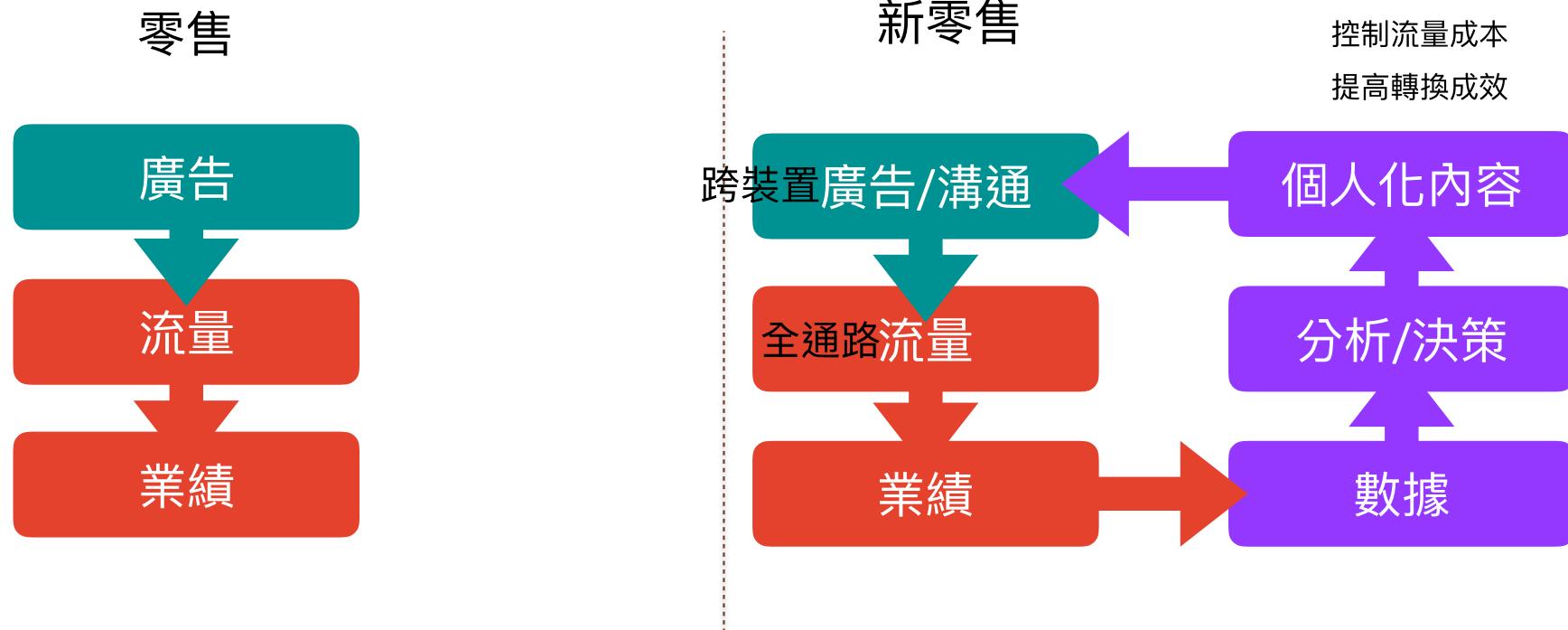
50%

毛利

30%

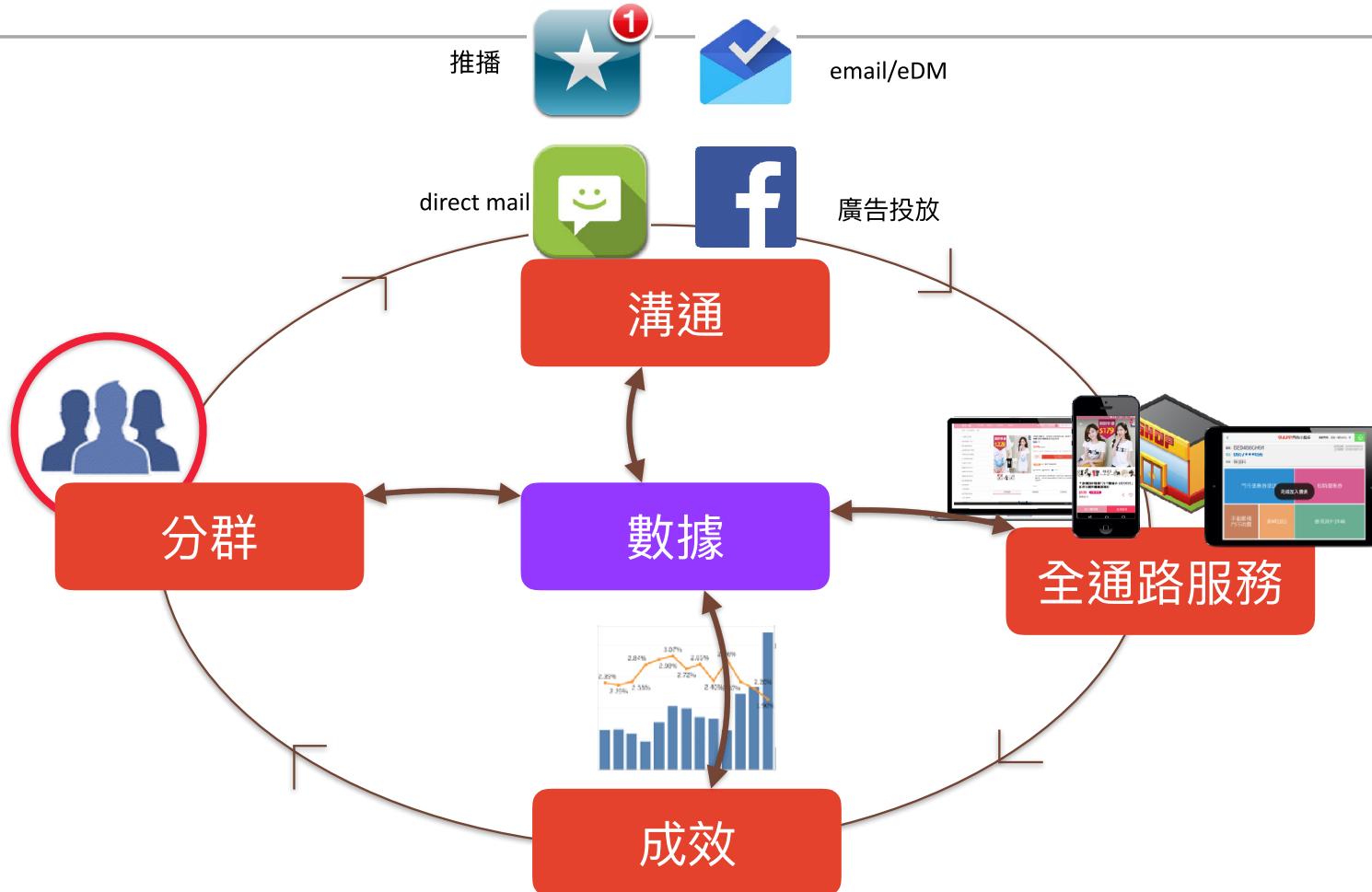
1.5

數位轉型

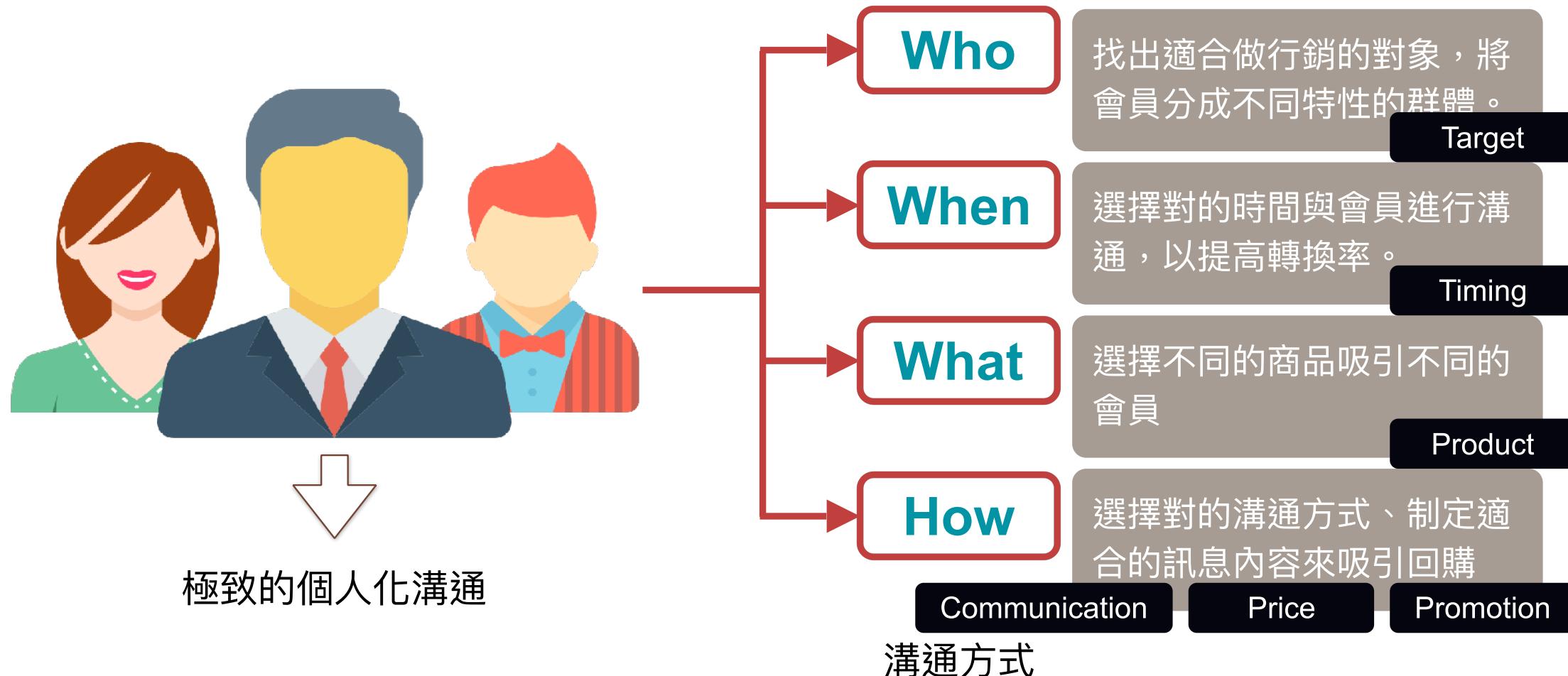


$$\text{流量} \times \text{轉換率} \times \text{客單價} = \text{業績}$$

會員經營：聰明的帶回流量，創造回購



全景數據：全通路追蹤成效



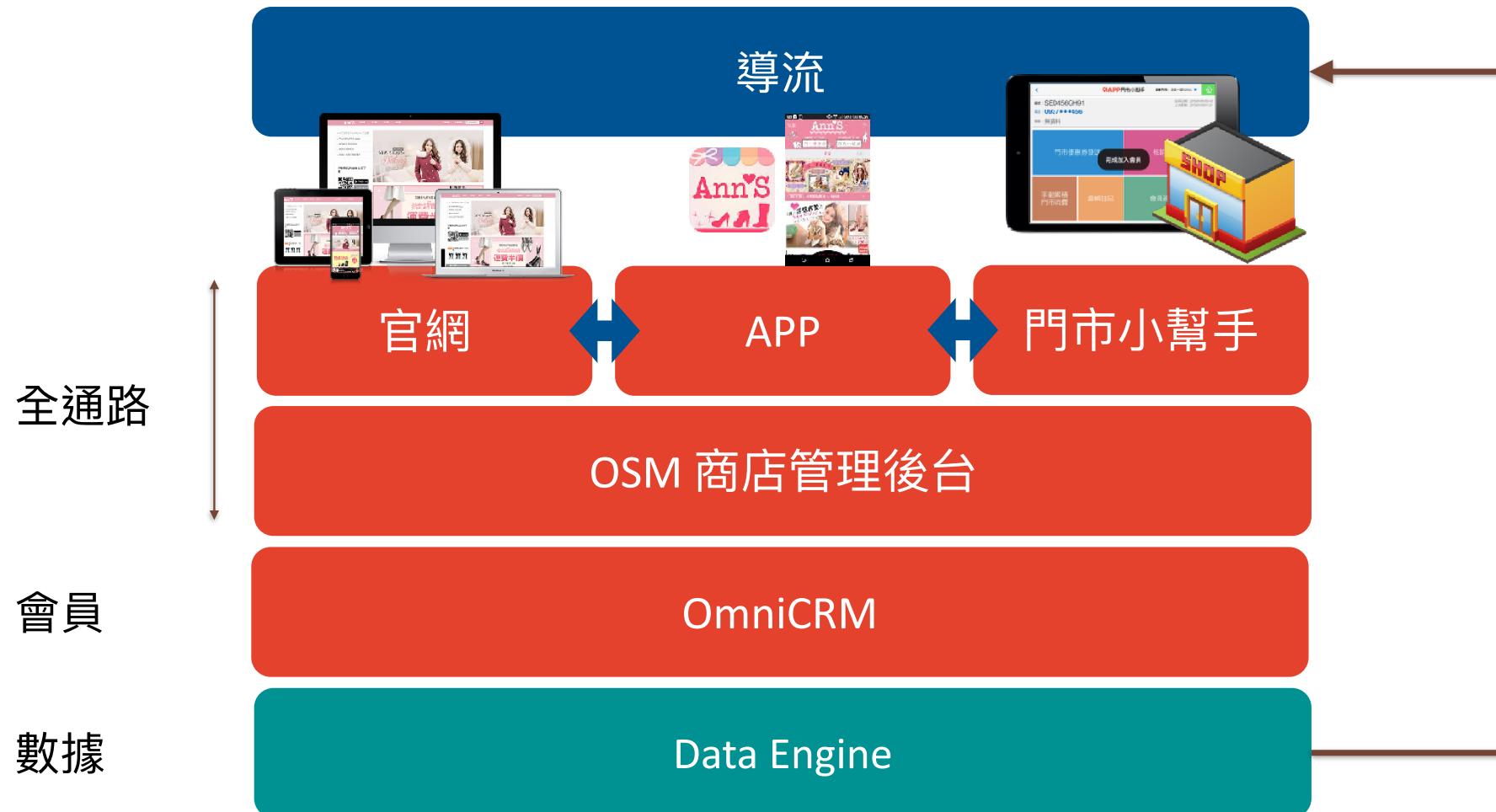
Know Your Customer



王永慶賣米



91APP 品牌新零售解決方案



商店A

商店B

商店C

Payment

會員/用戶
數據

會員數據

會員數據

Modeling

Modeling

Modeling

Training

Training

Training

Data Engine

91APP SaaS Platform

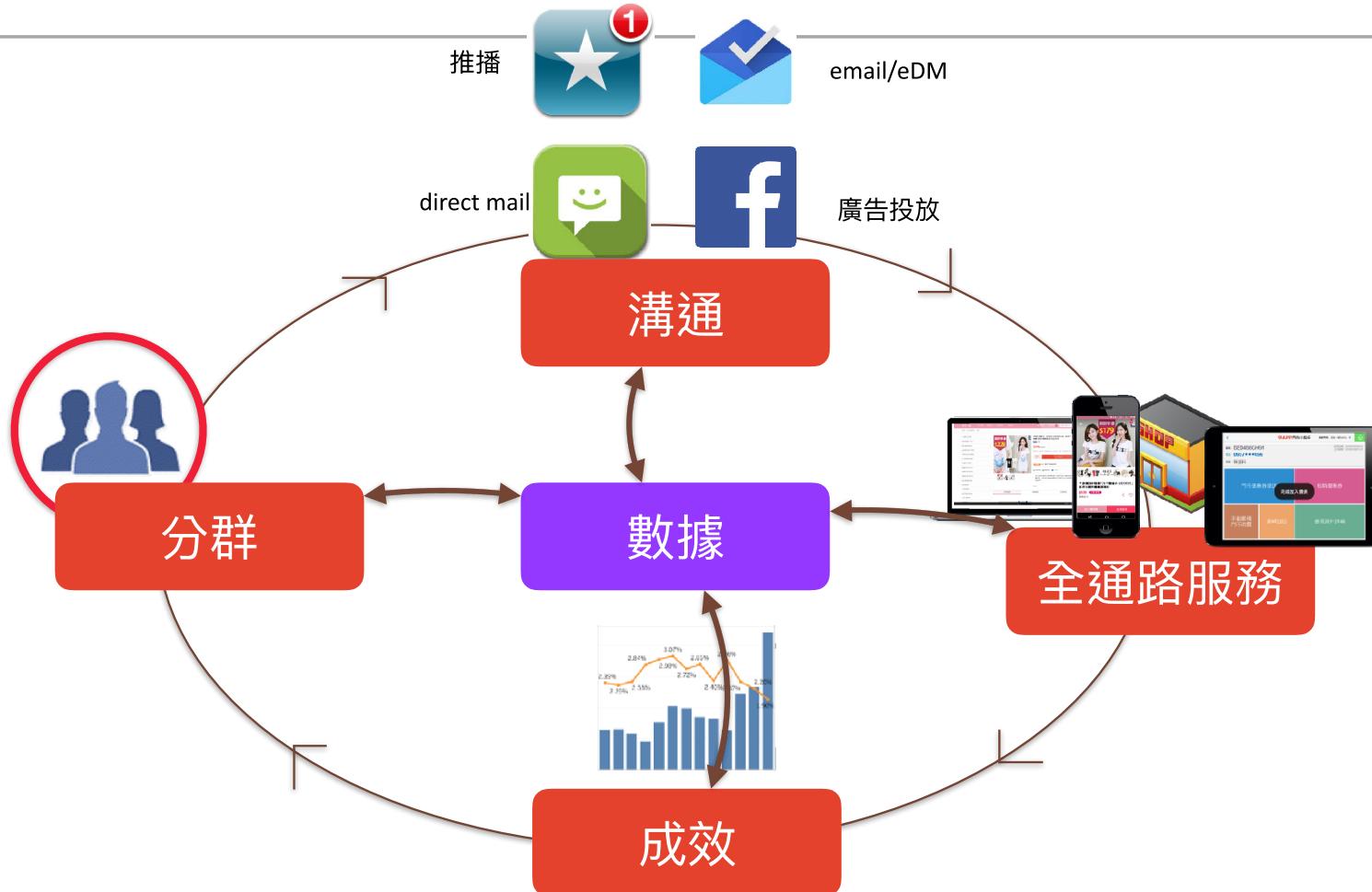
零售業的本質



$$\text{來客數} \times \text{提袋率} \times \text{客單價} = \text{業績}$$

$$\text{訪客數} \times \text{轉換率} \times \text{客單價} = \text{業績}$$

會員經營的循環



全景數據：全通路追蹤成效

Thanks



品牌新零售專家

Contact Us:

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