5. LOYALTY, CRM AND PERSONALIZATION

Global apparel retailer

Overview: Rapidly growing global retail brand built a state-of-the-art customer insights foundation. Leveraged database to enhance the online, in-store, and mobile customer experience through personalization

Example of: Building the customer data cube to empower digital marketing efforts

Impact delivered: 20-30% sales uplift; $1B opportunity identified, $130M+ captured

Key elements of their digital transformation

INSIGHTS & ANALYTICS

Conducted rapid assessment of CRM capabilities. Built insights foundation, including new customer database and segmentation models

CAMPAIGN EXECUTION

Designed and launched 10 tailored campaigns; identified other sales opportunities across the business rolling out CRM campaigns at scale (10 campaigns in 8 weeks)

OPERATING MODEL

Launched a virtual cross-functional team across more than 5 functional departments, with 20+ FTEs