

We helped world largest ecommerce flash sale platform with an E2E transformation of CLM approach and demonstrated ~1.2B RMB revenue lift

Client context

- **World largest ecommerce flash sale platform** with over \$60 Billion in GMV
- Recognized the need to **transform CRM approach** to extract more value from existing customers
- **Faces challenges in mining insight and piloting initiatives**
 - Lack of customer profile data warehouse dedicated for CLM
 - Unable to translate analytics to marketing initiatives
 - Inefficiency in multichannel pilot program design and execution

Client name: X
Team set-up: X
Fees Structure: X

SOURCE: Team analysis

Approach

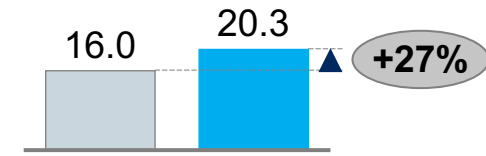
- **Developed** an integrated **customer profile data warehouse** and **behavior base segmentation**
- **Scanned the improvement opportunities along customer lifecycles and proposed** three programs with over **10 billion RMB** annual revenue lift potential
- **Designed and conducted pilot part of “on boarding” program** to improve customers **repurchase rate within 7 days** after their first purchase
- **Helped client build capabilities** to design, implement, tracking, and interpret pilots for agile testing and learning

What was unique: X

Impact

Uplift in repurchase rate within 7 days in pilot

N = 30,000



Test Control

- Roll out of current pilot will generate
 - **incremental 1.2-2B in annual revenue**
 - **incremental 30-50 million in annual gross profit)**
- Complete test and rollout of all the programs will translate to **\$10 billion annual revenue lift**