

Customer and Loyalty Data Warehouse for Large Premium Grocer

We built a customer data warehouse that organized loyalty data into meaningful data models to allow for easy analysis and querying via an audience segmentation tool built on Google App Engine.

The challenge

The existing Customer Relationship Manager (CRM) system does not provide sufficient insight, AI predictions and identification of shoppers behaviour which is core towards our mission for digital transformation of our business. The existing system also required us to manually massage and filter the data using excel which was time consuming.

The solution

We built a single view of the customer where we required unification of sales and loyalty/redemption information. This allowed the client to drill down and identify opportunities to drive higher monetary value segments across our customer base through a data studio dashboard and interface that triggered activation of customer segments queried into marketing automation and ad buying platforms.

The results

Revenue from segmented audiences utilizing remarketing and member reactivation audiences improved conversion rates by 35% against the benchmark average.

It may be costly to build analytics tools, the return on investment can be worth the effort with the right marketing plan that utilises the data.



About The Food Purveyor Sdn Bhd

Established in 2017, but with a heritage that goes back to 1997, The Food Purveyor currently operates five supermarket brands: Village Grocer, Ben's Independent Grocer (B.I.G.), BSC Fine Foods, Leisure Grocer and Pasaraya OTK. Each brand provides distinct grocery offerings, appealing to different segments of Malaysia's customer demographic.

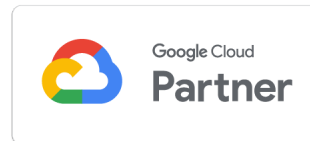
Industry: Retail & Wholesale

Primary project location: Malaysia



About PERSUASION TECHNOLOGIES SDN. BHD.

We combine data science and digital marketing to help businesses systematically and predictably increase sales and return on investment.



Products

Google Cloud Platform