Driving customer loyalty in Home retail

Salman Stores is the oldest & a trusted household brand operating in Oman since 1954. With more than 25 top global brands distribution like Tefal, Luminarc, Korkmaz, Tescoma, Optima, Janome, Rhythm and more, Salman Stores is the leading brand name in household & home furnishing space in the sultanate of Oman.

Salman stores rewards its valued customers through a completely digital Loyalty Program called Addvantage. Simple, convenient and free, Addvantagerewards customers for every riyal spent in the form of advantage points. Shoppers can redeem these points to earn discounts on their next purchase. Addvantage is based on the Ingage platform by Loyalytics. Loyalytics helped Salman stores in setting up their Addvantage Loyalty Program and do state of the art CRM analytics leading to better business outcomes

Problem?

Although Salman had a Loyalty program butvery little understanding of its customer base. There were no real customerinsights and all campaigns were usually sent out to the entire customer basewith very little to no personalization

Solution

With Loyalytics AI driven customer engagement platform Ingage, Salman had access to pre-built customer segmentation models like RFM, Churn, product recommendations that helped them to not only better understand their customers but also reach out to them with personalized and targeted campaigns leading to much better conversion rates and increased ROI for marketing efforts. Personalized campaigns driven by Ingage saw a 3X improvement in campaign performance in terms of conversion rates and incremental revenue

ingage

Problem?

Salman had a high proportion of one time buyers and very low repeat customers. As such they had to continuously depend on acquiring new customers to drive sales which was proving to be very expensive and resulting in low marketing ROI

Solution

With Ingage's journey builder, the marketing team at Salman was able to define and deploy lifecycle marketing campaigns aimed at converting new one time customers to repeat customers. There were appropriate interventions planned at each stage of the customer journey to ensure that more customers are incentivised to make a repeat purchase from Salman stores.
From dynamic coupons to first time buyers to very targeted product recommendations all these strategies were seamlessly executed using the easy to use journey builder feature of ingage to connect and provide relevant vale to customers when they need it. The result of such automated and personalized lifecycle campaigns was a whopping 15% basis points increase in repeat customers for Salman stores

Problem?

Salman stores had sales decline issue with some of the particular stores and wanted to fix the problem

Solution

Extensive dashboards depicting store level sales performance were available to the marketing team through Ingage's dashboard suite. The team was able to do detailed analysis using the dashboards and zeroed in on a few customer segments that had to be targeted in those specific stores. By combining store level intelligence with insights from customer segments the team was able to formulate a very targeted strategy for the ailing stores.

Journey builder was used to execute specific campaigns for the stores and it led to a 3 basis points increase in comparable sales for the impacted stores.

Results

3X
increase in conversion
rates for targeted
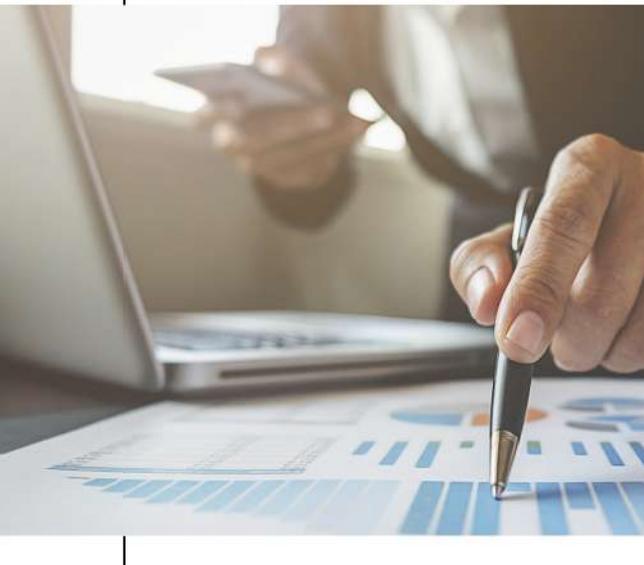campaigns

15%
basis points
increase in Repeat
customers

3%
points increase in
comparable store sales
for selected stores

10%
increase in ATV
for VIP customers

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