

Aster

We'll Treat You Well



ingage



INGAGE IN **MEDICARE**

How Aster Pharmacy completely transformed their
Loyalty Program using ingage



September 2019

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ABOUT ASTER PHARMACY

Aster Pharmacy is the leading pharmacy retail chain in UAE. They started out in 1987 with only 1 store but long term goals and commitment led them to be market leader in the Middle East Region. They now have over 200 stores and a name which is now synonymous to a verb as far healthcare is concerned.

A proficient Aster Pharmacist is available 24/7 and they have a huge customer base which depends on Aster for curative, nutritive, baby products, lifestyle, wellness-products, FM CG products, cosmetics, personal and homecomings.



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THE Dilemma



We have an existing loyalty program but with low ROI and low customer engagement/sign ups.

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What **Ingage** offered

Gauging the progress or success of marketing campaign is now all digital. We did exactly that by introducing new-measures to digitize everything.

A complete overhaul of the loyalty-program helped in bringing all the channels in one place. With Insomniac-Channel capabilities, it became easier to capture a 360-degree view of customer and contact them through Email, SMS and Push notifications. All-at once. This lead to higher engagement-which led to higher ROI.



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THE Dilemma



We do not have real analytics or insights of the business to act upon and Campaign Lead time is too high.



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What **Ingage** offered

With Ingage, Aster got detailed analytics on Customer buying behavior, their-preferences and critical sales insights.

Insights relating to staff, store performance-also enabled Aster pharmacy in Decision making process. Insertion's campaign manager enabled them-to run customer-centric curated campaigns-to target each customer individually. And the completely automated campaign execution enabled them to create customer journeys and forget about it. It handled the-customer communication process throughout. To optimize those campaigns Insertion also-incorporates detailed Campaign Analytics.



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Intrigued by the Case Study?

Get a free product walk-through. Talk to our solution experts for the perfect solutions for your brand.

RESULTS

2X

**NPS SURVEY
RESPONSES**

Enabled Aster Pharmacy to push In-App Surveys to their customers assisting in detailed performance tracking.

3X

**NEW CUSTOMER
SIGNUPS**

Ingage was instrumental in increasing customer sign ups, 3- FOLD to be precise, in only a month!

5%

**CUSTOMER
ENGAGEMENT**

Ingage enabled Aster Pharmacy to interact seamlessly with the customers resulting in sharp increase in Customer Engagement.

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Visit
www.loyaltytics.ai/ingage



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