

## Al-Ghurair Retail

# Driving customer loyalty in Fashion retail

Al-Ghurair Retail represents some of the world's finest clothing, apparel, personal care and F&B brands. Today, the company enjoys a market presence in the UAE and Qatar with a vision to mark a footprint across the Gulf countries. It manages 2 global brands- Springfield, a Spanish fashion retail brand and The Face Shop, a South Korean skincare and cosmetics market leader.

Al-Ghurair Retail rewards its valued shoppers through a completely digital Loyalty Program called Hadiya. Simple, convenient and free, Hadiya awards 10% back for every dirham spent. Shoppers can redeem these points to earn discounts on their next purchase. Hadiya is based on the Ingage platform by Loyaltytics. Loyaltytics helped Al-Ghurair Retail in setting up their Loyalty Program, increase ROI, Average Transaction Value, reduce churn and increase number of repeat purchasers.

# Problem?

The previous Loyalty Program of Al-Ghurair was confusing for the customers, included manual work for the staff and with multiple brands involved, redemption was a messy affair.

# Solution

Loyalty completely digitized the old loyalty program and made it a lot more rewarding and easy to use for the end customers. Earning and redemption of points was made easier and convenient across the brands.

The Hadiya mobile app allowed redemption of points through a simple QR code scan, making the overall process a lot easier. Multiple customer friendly features were included in the app like digital stamps, referral incentives etc . The much simpler and digital loyalty program was an instant hit with Alghurair's existing customers.

# Problem?

Alghurair had a few repeat customers but no idea what their product preferences were. Post covid, they thought of expanding their product range online, but did not know which customers to target for this campaign.

# Solution

With Hadiya, what Al-Ghurair got was expert insights from a plethora of exemplary data scientists and consultants at Loyaltytics Consulting. A Product Recommendation Campaign was made to identify what customer is likely to comeback to purchase and what will they buy.

The accuracy, you ask? An astounding 16.4% of contacted came to purchase and 54.2% purchased what we said they would! This was made a routine monthly campaign with each result matching the last.

# Problem?

Loyalty app download continued to be a problem for Hadiya program. Alghurair wanted to reach out to customers who were most likely to download their app and also have continuous engagement with the same.

# Solution

Loyaltytics came out with a comprehensive strategy to identify and reach out to the most engaged Hadiya members. Ingage's in built dashboards were used to identify such customers and then multiple personalized journeys were created in the journey builder to reach out to them .

Additionally a staff incentive program was run to motivate and encourage store staff for app downloads. This resulted in a whopping 13X increase in the average app download rate. This has now been made a continuous activity to engage and retain their most valuable customers

# Results



**32.4%**

Increase in Customer Base in a year



**16.4%**

Product Recommendation Campaign Response Rate



**66.7% to 81.3%**

Increase in Loyalty Sales in a Year



**356k**

AED One-year incremental revenue



**13x**

Increase in Results for App Downloads



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customer engagement efforts?**

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