

Case Study

Revitalisation of the Loyalty Program of a Global Coffee Chain



About the Client

- The client is global coffee company with more than 6 million members, and 80,000 new members joining each week. Its annual sales is about \$3 billion

Challenge

- The client had concerns regarding the effectiveness of its loyalty program and whether the rewards were successful in increasing customer engagement. There was also a growing demand for a differentiated loyalty program customised to specific segments

Business Objective

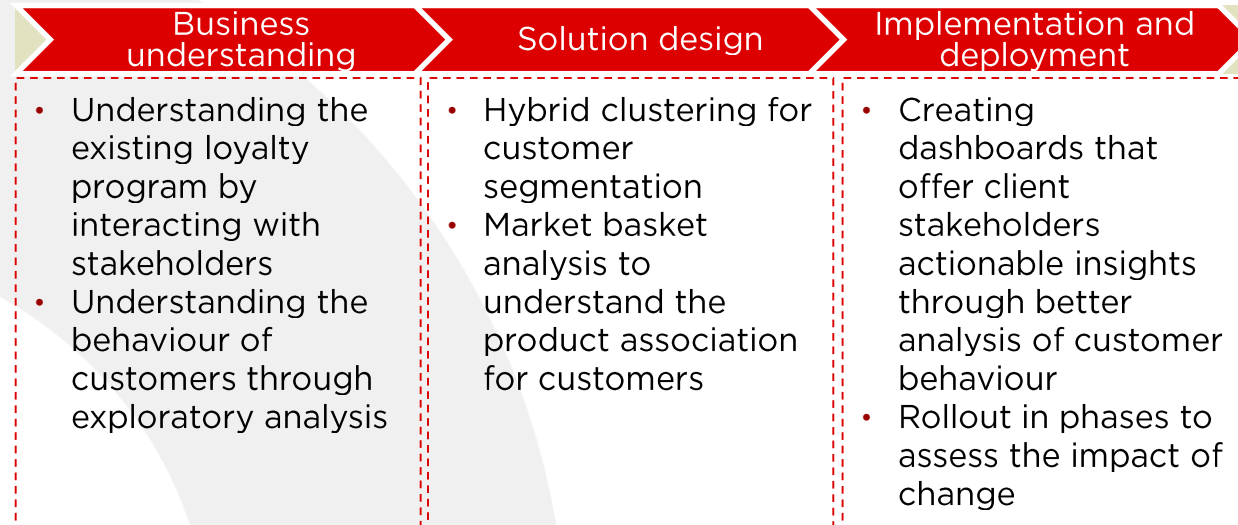
- The company was facing significant margin pressures, operating in a highly competitive market and therefore, assigned RocSearch the task to conduct an in-depth research on the OPEX reduction strategies on a global scale
- The client also asked the team to focus on the cost reduction strategies of a UK-based fixed line operator

Results & Value Add

- Tailored campaign offers (different from loyalty rewards) were created for specific customer segments
- A detailed cross sell suggestion matrix was developed for each segment of customer
- The findings helped the client generate savings in excess of \$1mn on freebies and increased marketing ROI by 22.7%

Research Methodology and Approach

Creation of a churn model with right inputs



Data Analysed

Customer loyalty membership; transactional data (POS data such as time, date, store, till, product codes, amount tendered, promo applied, add on/privilege provided, etc.); product lookup data (SKU details, product category, sub category details); store details

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