

ANALYTICS SERVICES FOR A LEADING GROCERY & GENERAL MERCHANDISE RETAILER



THE CLIENT

The customer is a world's leading grocery and general merchandise retailer.



BUSINESS NEED

The customer envisaged to increase the number of return customers for its video-on-demand services.

Some of the challenges were:

- To increase the number of returning purchasers for video on demand services
- Convert prospects who have not purchased anything
- Reactivate customers who do not seem to be interested in products anymore



TECHNOLOGY USED

- BI/Analytics Tools: SAS, Teradata
- Database: SQL



BUSINESS BENEFITS

- In Group 1, there was marked difference in response behavior between members having Loyalty card and those without
- In Group 1, people with Loyalty card are 5 times more likely to respond
- The response rate of inactive customers (group 2) increased 10 fold during the campaign period
- The post purchase trend for inactive customers was in positive direction after the campaign



SOLUTION DELIVERED

ALLEN Calsoft Labs' solution included the following activities viz,

- Our analytics team analyzed past data on purchase history
- The users were divided into two groups and email campaigns with 2 different messages for 2 different segments were planned.

ABOUT ALLEN CALSOFT LABS

ALLEN Calsoft Labs is a next gen digital transformation, enterprise IT and product engineering services provider. The company enables clients innovate, integrate, and transform their business by leveraging disruptive technologies like mobility, big data, analytics, cloud, IoT and software-defined networking (SDN/NFV). ALLEN Calsoft Labs provides concept to market offerings for industry verticals like education, healthcare, networking & telecom, hi-tech, ISV and retail. Headquartered in Bangalore, India, the company has offices in US, Europe and Singapore. ALLEN Calsoft Labs is a part of ALLEN group, a leader in technology consulting and engineering services.

www.altencalsoftlabs.com



business@altencalsoftlabs.com