

## D&A TRANSFORMATION TALES

# Custom-built Customer Analytics Solution Helps a Retail Leader Boost its Click-through Rates by 150%



## BACKGROUND

Our client is a major retail chain that specializes in music and culture-related clothing, accessories, and licensed music products. With most of their stores in regional shopping malls across the country, they were looking to revamp their customer analytics capabilities to drive more personalized engagement and sales.

The problem statement that initiated this collaboration was the client's need for a comprehensive view of their customers to deliver richer shopping experiences across all channels - in-store, online, and through promotional campaigns.

Here are the critical business problems the client needed an immediate yet effective solution for:

- Relying on disparate data sources to gather customer information
- Declining in-store sales numbers despite online growth
- Inability to effectively identify, rank, and classify customers into targetable segments based on purchase histories



## SOLUTION

To tackle the client's challenges around fragmented customer data, poor segmentation capabilities, and declining in-store sales, our analytics team followed a comprehensive approach. We started by conducting an in-depth assessment of the client's current data sources, systems, and processes related to customer analytics. This allowed us to map all available data points and identify gaps/pain points in how customer information was being collected, integrated, and leveraged.

Before full implementation, we built a proof of concept using a subset of customer data. After a quick demonstration of how the platform could stitch together and infer data into rich 360-degree profiles, the experts explained the new features such as segment discovery, channel optimization, and retail operations analytics. With sign-off on the proof of concept, the client's online and offline data sources were merged into the unified customer data platform. Not only integrated the customer data platform as mentioned above but also implemented all necessary data governance and security controls.

Our team of analytics experts worked closely with the client's marketing, e-commerce, and store operations teams to develop a 360-degree customer analytics solution. The key components included:

- Integrated customer data from all sources into a centralized platform
- Utilized advanced segmentation models to categorize customers into specific buyer profiles and campaign segments
- Enabled personalized marketing offers, promotions, and coupons tailored to each segment's preferences
- Provided visualizations and dashboards to track customer paths, buying behaviors, abandoned carts, and more
- Optimized inventory planning and in-store product assortments based on localized demand signals



## TECHNOLOGY SNAPSHOT

- Oracle 10g
- Merkle CRM
- Manhattan WMS
- Cognos



## BUSINESS BENEFITS

- Transformed linear media business model into a circular model of engagement
- Sales through promotions increased by 30%
- Click through rates rose close to 150%
- Recaptured 26% of sales from abandoned carts through targeted emails
- Increase in store sales through better inventory management



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