

Retail Customer Analytics

The Challenge

A major Australian Retailer had been running a loyalty program for several years and had accumulated large amounts of customer and transactional data. The data had not been leveraged and the client knew that there was an opportunity to use customer insights to deliver much greater value.

Customer data was held within multiple, independent systems and there was no single view of customer. There were also data quality issues with many of the customer records.

The client’s aim was to utilise customer information in as many of their business activities as possible, from the development of a customer strategy through to monitoring their direct marketing activity.

The data required to provide this capability included:

- Over 3 million unique customer records
- 6 million Point-of-Sales (POS) transaction items per day
- 50+ different source data files
- 6 different Customer databases
- 30 billion accumulated records

Our Solution

Our consultants were engaged to take the solution from concept right through to providing analytical consulting services to obtain insights from the data and embed those insights into business processes.

Our solution integrated the various customer databases to provide a Single Customer View and then applied the behavioural and demographic data against these customers.

To cater for the large data volumes, we designed innovative, trickle-feed techniques to ensure that the client always had a complete and up to date view of customer behaviour.

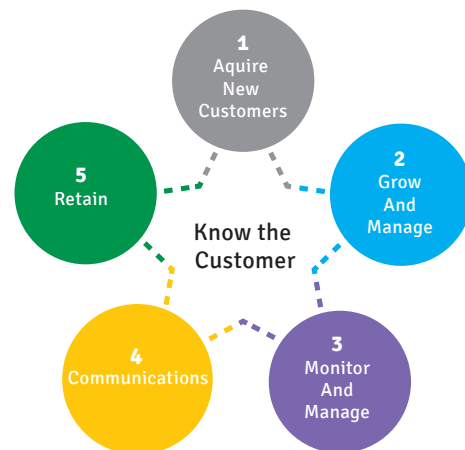
Our consultants setup, managed and resourced a Customer Insights Centre of Excellence within the business and developed insights that were utilised from operational through to Board level, including:

- Introduction of Board level customer KPI’s reporting and of Customer metrics
- Customer Segmentation and Strategy
- Category Management
- Database Marketing
- Range planning
- Store network planning
- Market Basket analysis
- Price Sensitivity
- Space management/Product adjacencies

The Benefits

The result was that customer insights became an essential input to the majority of business decisions, leading to significant improvements in customer retention and an increase in the revenue per customer by focusing on specific customer segments.

How will InfoCentric help enhance your organization Insight today and tomorrow?



Five points to knowing your customer.

“The business tells me that if we switched off the flow of information provided by your team, it would be like switching off their oxygen”

General Manager, Marketing

Ideal Partner

“Your end to end knowledge of retail, information management and customer behaviour makes you the ideal partner to help drive our business into new and exciting areas.”

General Manager, Store Operations

Thought Leadership

“The thought leadership you have displayed has allowed us to improve our customer understanding in ways we would never have considered. For example, retaining high value customers by stocking high loyalty products that we would normally have deleted.”

General Manager, Merchandising

Engage with InfoCentric

Find out how InfoCentric can help you get more insight into your organisation’s information today.

Ground Floor East, 101 Collins Street
Melbourne VIC 3000

T. +613 9650 1000
E. info@infocentric.com.au
infocentric.com.au

