

## Specialty retailer gains access to actionable customer information through Experian's Totalvue<sup>SM</sup> Retail

### Client

A \$2 billion dollar lifestyle retailer with more than 700 stores in over 37 states recently added e-commerce capability to their popular information-based website. The internal marketing team supports more than 40 direct mail campaigns annually, including newspaper inserts.

### Challenge/Objective:

After implementing various customer initiatives over the years, the client decided to formalize their customer relationship management in order to develop the necessary knowledge base to further build customer loyalty.

The goal of the strategic initiative was to foster deeper relationships with customers through more relevant communication, more targeted promotions and the creation of a customer insight repository for utilization throughout the organization to improve customers' shopping experience.

However, to achieve these objectives, the client needed to overcome the limitations of their existing customer database. They had three main challenges:

- Limited customer data capture capability at point-of-sale
- No direct access to customer data for ad hoc reporting and analysis
- A time-consuming and expensive campaign management process

Not only did the retailer have to implement a system that provided the capability to capture, analyze and utilize customer knowledge — the client also recognized the need to find a marketing services partner who could help them leverage customer information to implement their broader customer-centric strategy.

### Solution:

After working with the client to understand their near-term and long-term objectives, Experian<sup>®</sup> proposed and implemented Totalvue<sup>SM</sup> Retail. The Totalvue Retail multichannel database supported the client's key objectives of having direct access to their customer information for analysis and an easy-to-use, intuitive campaign management tool.

In order to ensure the database included actionable customer information at the time of delivery, a three-step implementation approach was used. The database was loaded with three years of market basket purchase history from the client's legacy database. The client then implemented Experian's Address Capture<sup>SM</sup> and reverse phone append processes on an ongoing basis to maximize data collection at point-of-sale. Finally, Experian provided a data overlay of the Mosaic<sup>®</sup> household lifestyle segmentation system to support routine customer segmentation and analysis as well as customer acquisition.

As a part of their partnership, Experian supported the client by providing business intelligence selected from a suite of retail-specific reports included with Totalvue Retail. Experian's client team also provided expertise and support for during and after campaign execution.

#### Benefits:

In addition to overcoming the key challenges of their existing database by moving to Totalvue Retail, the client was able to achieve immediate results that accelerated their ability to address longer-term objectives.

- Improved data capture at the point-of-sale by 50 percent
- Gained flexibility in the campaign management process, enabling more precise measurement of various promotional offers and establishing a new base line for direct mail performance to support store openings.
- Empowered the marketing team to provide intelligence to other parts of the organization — influencing merchandising, product selection and store training

#### Director of Advertising

"The real 'Wow' was that the capabilities of Experian's Totalvue Retail far exceeded what we saw in a demonstration once we got our hands on it," said the Director of Advertising. "The quality of their team and the database design has enabled us to deliver more value to our organization earlier than we ever thought possible."