

Case Study | Luxury Retailer

TAILORED EXPERIENCES FOR HIGH VALUE SHOPPERS

The Challenges

Loyalty in the luxury retail space traditionally consists of a Private Label Credit Card program. For this luxury retailer, their Private Credit Card program represented only a small portion of their customer base and because it was powered by a credit card company, was very limited in terms of the data that could be collected and utilized. In order to make personal connections with their consumers and compete in a continually saturated market, they needed to create an experience that could match the likes of Amazon and others. As a luxury retailer, they need to ensure that all customers receive the White Glove treatment, yet weren't able to deliver it with their lack of data orchestration.

The Solution

Moving away from their credit card loyalty program, this luxury brand turned to SessionM to power their new tender-neutral loyalty program. This loyalty program offers exclusive experiences, VIP services, perks and rewards to all of its shoppers. Loyalty members earn points for purchases and gift cards for point earning thresholds, such as spend \$350 and get a \$25 gift card. This increases the frequency in which customers shop at the retailer and drives incremental spend.

SessionM receives customer profile information and purchase transaction data. Tying this information together gives them a complete view of their customers. This 360-degree-view allows the luxury retailer's marketing team to create personalized offers that resonate with their target audience. Offers can either be delivered as a result of a scheduled campaign or be automatically triggered based on cross-channel customer behaviors. The SessionM platform calculates lifetime value scores and the likelihood an individual customer will churn to provide the marketing team with more actionable insights.

Through an integration with Salesforce Service Cloud, SessionM provides customer service agents with detailed information on loyalty data including points, tiers and an activity stream of events such as purchases, points earned and rewards earned. The combination of Salesforce and SessionM allows service agents to understand individual customers' preferences and level of brand engagement and respond in seconds with points, upgrades, and rewards. This enables a number of actions to be taken by service agents to ensure a strong customer relationship and lasting customer loyalty.

