Knowing & growing customers

A leading shopping mall operator in South East Asia with interests in travel and hospitality, education, healthcare, and property development, saw an increase in customer loyalty and understood customer behavior better after implementing the Fusionex DMP Loyalty Management System.

Overview

Industry

Retail and other industries

Profile

The client is a leading shopping mall operator in South East Asia. In addition, they own and manage a chain of hotels, theme parks, universities, a medical center, and also engage in property development.

Introduction

After having built a name as a reliable and successful mall operator, the client wanted to establish a customer loyalty system. This system would contribute towards attracting repeat customers and fortifying market share against the emergence of new competitors. The loyalty system would be a group wide initiative which would not just cover the client's retail business but also hotel, entertainment, education, and medical facilities as well.

The Challenge

The ongoing success of the client's business over time was made apparent with the continued expansion of its existing mall and the construction of another. They grew to become a leading player in the retail industry with mall operations garnering a significant portion of the group's revenue, all while experiencing increasing foot traffic. However, it was felt that the value of their customers was not being maximized, with very little cross-selling between the client's many businesses. It became apparent that a single platform needed to be built to prevent continued outflow of potential revenue. At the same time, the client needed a tool that encourages customer spending within the client's group ecosystem.

As the client's businesses involve a big and expanding number of industries, it became more and more difficult to gain a comprehensive view of the entire structure / day to day operations. With such a large and varied range of businesses, monitoring each arm of business was cumbersome as it required lengthy back-and-forth communications.

The Solution

Fusionex brought to the plate a customer loyalty management system which provided a variety of benefits for shoppers at the client's malls. Customers were introduced to the ability to collect points from every dollar spent and also a reward redemption mechanism that would encourage them to return and shop repeatedly.

Rolling out the system was no mean feat but Fusionex provided the technology and expertise needed to implement the system throughout the mall's myriad retailers. For merchants that experienced a high volume of transactions each day, the loyalty management platform was integrated directly with their Point of Sale system. This made the process of dispensing and redeeming points an affair that is easy, fast and automated.

The standard approach of introducing the loyalty system to mall merchants consisted of installing a merchant app which could be done instantly followed by an approximately two-hour front-end training session for the staff. Subsequent back-end training consisted of twice-a-month sessions between the merchants and Fusionex subject matter experts.

The loyalty program was made available to the public in a convenient card-less form via a mobile phone app which eased the adoption process due to the high rate of smartphone usage among mall-goers.

On top of the loyalty management system, Fusionex also provided a way for the client to gain actionable business insights of everyday operations via a Big Data Analytics (BDA) platform. This would enable consolidation of both structured and unstructured data found in the client's various businesses for further analysis.

The Benefits

The deployed loyalty management system and BDA platform reaped several benefits:

Optimized engagement for increased customer loyalty: By using the loyalty management system, the client gained a new range of methods to engage with its' customers. First and foremost would be the 'gamification' of shopping. By spending in the mall, customers can collect points towards an end goal. Upon reaching a certain number of points, customers would attain achievements and be rewarded with gifts.

Another form of engagement involves events that the customers can participate in. Specific member-only sales periods by departmental stores, food-tasting functions by restaurants, and fashion shows by apparel outlets can be beamed directly to the shopper's smartphone, inviting them to the exclusive events.

Targeted marketing for better experience creation: With the loyalty system in place, the client was able to create better shopping experiences and increase the lifetime value of its customers. By monitoring and responding frequently to shopper preferences, feedback and satisfaction levels were optimized. Based on a particular shopper's profile, information such as birthdate, anniversaries and spending behaviors can be gathered from the Fusionex BDA platform.

Promotions based on customer purchases and preferences can be carried out via targeted content marketing. For example, if the customer makes hotel reservations, the system could suggest for the customers to dine at the hotel's various restaurants or shop at the client's mall which is near the hotel. This would in turn, reflect a better and more tailored experience for customers that contributes positively to the client's bottom-line. These system features were made available under the Fusionex suite of solutions, including its loyalty system, central reservation system, and BDA platform.

Customer behavior insights to improve overall retail strategy: After collecting about 500,000 customer accounts over the past two years, the mall operator discovered interesting insights just by looking at the data. The visualizations, presented by the BDA component provided by Fusionex, were able to show to the top management instant insights on which business units are performing well, which are not, what areas are driving revenue for the group, which are not – all resulting in more informed and accurate planning.

The client's management team could determine which gender, nationality, or age group contributed most to the bottom-line, on each day, month, or quarter. Tourists could be targeted with promotions for staying at the client's hotel, for dining at nearby restaurants, and for visiting its nearby theme park – an example of introducing / connecting customers to the client's various business arms.

Summary

The Loyalty Management Solution and BDA platform provided by Fusionex proved to be an indispensable part of the client's promotional activities and high-level strategy planning. The client was also able to move from sporadic customer surveys or gut-feel decision-making to using more comprehensive, informed, and data-driven business tactics. This effort by the client to grasp the entirety of its data and act on it proved to be beneficial in increasing foot-traffic in its shopping malls. Its various business arms also experienced higher volumes of visitors and tailored experiences meant that the client saw more repeat customers as well.

- END –

FUSIONEX®
experience.excellence

e info@adv-fusionex.com   **w** www.fusionex-international.com