



Case Study Retail

A national sports apparel retailer had an impressive seven million members in their loyalty program. To study the data, and see how to best serve their customers, they came to BI WORLDWIDE.

Challenge

Provide insight into the retailer's customer base by analyzing data acquired from its loyalty program.

Solution

BI WORLDWIDE worked with the client to distill the best information. Data was integrated from three sources: the loyalty program, the retailer's sales data, and applicable third-party data. Initial findings brought the retailer a look at its best customers, which can lay the framework for future programs and customer service. Further information revealed the differences between their customers and the average consumer—the best customers appeared to shop less and redeem awards less frequently—providing key insight the retailer can use to affect change.

Results



1.2
million
members
per year

The sports apparel retailer had the data it needed to better understand its valued customers, while the program continues to add 1.2 million members per year.

