

## The Challenge Increase revenue during a key sales season

### National Retailer

**Background:** A major retailer was seeking opportunities to increase holiday revenue in their stores

**What We Did:**

- Helped the client develop an offer which rewarded a select group of holiday shoppers for spending an increased amount over their previous years' holiday purchases
- Created a reward fulfillment process which enabled the company to reward customers quickly, reinforcing the improved behaviour

**Results:** The offer generated a 16% increase in sales over the control group over a two-month period, resulting in \$1.8 million in incremental sales

## The Challenge Improve sales from an established marketing program

### Clothing Retailer

**Background:** A retailer's tiered loyalty program was no longer generating significant sales, and the retailer wanted to revive it

**What We Did:**

- Analyzed customer segments to understand current customer behaviour and spending
- Developed a customized tool which enabled the marketing team to quickly assess the financial benefit of various potential changes to the program

**Results:** The marketing team was able to determine that the current program was untenable and reinvest their marketing spend into a new program with a different, more profitable focus

Data &  
Analytic  
Services

### The Challenge Increase client satisfaction by reducing delivery time

**Background:** A data services firm needed to find efficiencies which would allow them to improve their customers' experience

**What We Did:**

- Audited client requests to identify most frequent requests
- Analyzed how often data was updated to understand when data was freshest
- Standardized calculations, at optimal recency and frequency
- Stored results in easily-accessible format

**Results:** The delivery time to the client was cut by 50% while standard calculations increased the consistency of results.

Subsequently, client follow-up questions were greatly reduced and client satisfaction increased.

Software  
Development  
Firm

### The Challenge Simplify custom offering to meet increased demand

**Background:** A software firm needed a way to meet increased demand while still allowing for customization of its offering

**What We Did:**

- Identified similarities among existing offers
- Developed standard options for customization. Coding, deployment and testing were also standardized
- Updated the product with a consistent base platform and published options for customization

**Results:** We reduced development time from 8 months to 4 weeks. Additionally, reliability of code was increased with test coverage and accuracy improved from 60% to 95%.

The new offering improved client understanding of the process and ultimately increased client satisfaction with the end product.

## The Challenge Determine most cost-effective real estate option for the business

### Private School

**Background:** A private school's lease was about to expire and they needed to decide whether to lease or purchase a space

**What We Did:**

- Analyzed the school's ongoing and annual revenue and expenses
- Researched costs associated with purchasing and leasing, and determined market averages for the space required
- Researched opportunities to increase revenue and cash flow to cover increased real estate costs
- Developed a financial tool which enabled the owners to assess their options, including additional revenue sources, real estate costs for both purchasing and leasing, and options for maximizing their use of the space

**Results:** The school is now prepared to maximize their real estate investment by working as an informed partner with their real estate agent and mortgage broker to find the appropriate space. Additionally, they can use the financial tool on an ongoing basis to maximize both their cash flow and previously untapped revenue sources.

Grocery Chain

### The Challenge Retain customers under threat from a new competitor

**Background:** A major retailer needed a retention strategy to protect their customer base from a competitor opening new stores in their catchment area

**What We Did:**

- Assessed the customer base to identify consistent and high value shoppers
- Developed an offer targeting these customers, which rewarded them incrementally for their loyalty over four weeks, beginning just prior to the competitor's grand opening

**Results:** Through testing, we determined offers which retained high value customers' entire spend during the competitive opening. The approach became the corporate model for retaining customers at risk due to competitors entering a location's catchment area.

Retailer

### The Challenge Bridge the gap between departmental systems

**Background:** A national retailer needed to stop revenue loss caused by loyalty points being given on items that were ultimately returned

**What We Did:**

- Analyzed disparate systems where points were being posted and returned merchandise was being tracked
- Developed a standard calculation to assess the value of returned merchandise and the associated points
- Defined a process to send records from Marketing to IT in time to remove points before posting to customer accounts occurred

**Results:** The retailer saved \$375,000 annually from recaptured points.

The relationship between departments was improved by working on a joint project with a common goal.

Savings were subsequently re-invested in the development of a best customer program.

National  
Grocery  
Chain

**The Challenge** Maximize the financial benefit of print distribution

**Background:** A major retailer wanted to measure the effectiveness of their weekly flyer

**What We Did:**

- Created a methodology to track weekly flyer sales overall, as well as for individual items on the front and back page of the flyer, to understand lift in sales
- Analyzed the results to determine any key revenue drivers

**Results:** We enabled the retailer to understand which customers were buying flyer items (including how many flyer vs. non-flyer items). From this, we were able to help them determine the most effective items to include in the flyer. This knowledge not only improved their flyer effectiveness, but also gave them valuable information which they can leverage during their negotiations with suppliers of key items.

Marketing  
Services  
Firm

**The Challenge** Stimulate growth on long-term account

**Background:** A marketing services firm was looking for ways to increase income on accounts which had stagnated over time

**What We Did:**

- Standardized the capture and communication of client needs
- Diverted costly internal resources from standardized tasks by training junior staff on established processes and client requirements

**Results:** By significantly reducing the amount of time senior staff spent on the account, margins were increased from 45% to 70% over a 9-12 month period.

Delivery quality and billable rates were retained and junior staff members were happier with their roles because they had more accountability for and understanding of deliverables.