

Enhancing the Customer Journey

INDUSTRY

Retail

CONCORD CAPABILITY

Cloud Applications & Integration

Project Overview //

Every customer connection point is crucial in retail and ecommerce. Miss the mark and loyalty will undoubtedly wane.

To improve personalization capabilities and create a cohesive omnichannel experience, our retail client aimed to migrate to a new cloud platform and roll-out a personalized loyalty program.

Their existing cloud infrastructure was a limiting factor in achieving key customer experience goals, and they were struggling to drive repeat customer engagement. They realized the need for a scalable solution to integrate their email marketing and loyalty program platforms. Moreover, they wanted to develop better reporting to design relevant experiences and increase customer interactions.

Project Results //

Concord engaged to help provide a comprehensive solution to meet their customer journey needs. We helped our client migrate away from an inefficient, costly cloud platform and implement a complete Salesforce Marketing Cloud (SFMC) solution. We were engaged to help our client migrate away from an inefficient cloud platform and implement a complete SFMC solution.

As a result, our client has:

- // Delivered approximately 4.5 million targeted emails for their loyalty program in less than one month after implementation.
- // Integrated teams and third-party personalization tools to fulfill email personalization needs and complete the roll-out of their loyalty program.
- // Implemented an SMS marketing and email solution that is fully optimized to harness existing data and cross-channel communication.
- // Created email templates and reusable content blocks to drive operational efficiency and consumer demand.
- // Built reports and visualization dashboards that highlight consumer trends and email performance analytics, which improved decision-making processes for both the email marketing and loyal program platforms.
- // Reduced operational costs and provided enhanced marketing capabilities.