

CASE STUDY

ALGONOMY



SEGMENT | Grocery

PRODUCT | Customer Data Platform, Customer Journey Orchestration

CHALLENGE | Siloed data prevented omni-channel personalization.

RESULTS

- **8-10%** improvement in visit frequency
- **19%** increase in average basket value
- Latency (no. Of days between two visits) improved from 13 to 5 days

"We're committed to providing a seamless experience to our customers across all channels. Algonomy's Omnichannel Customer Engagement solutions with their retail-specific algorithms and quick time to market is a best-fit solution to amplify our digital transformation journey. With Algonomy, we're confident of delivering delightful shopping experiences for our customers."

- Fernando Gisbert
Executive Loyalty, Consum

Consum Cooperativa Valenciana is the largest cooperative in Spanish Mediterranean with 790 stores in Spain and 3.5 million customers. Client lacked a unified view of its customers across their journey with the brand due to disparate, disconnected systems preventing the delivery of unified, connected customer experience across all channels. They did not have personalized targeting capabilities on website and mobile app leading to low digital penetration and engagement. Marketing decisions were not informed by customer insights and segmentation.

Algonomy, by deploying its CDP and Journey Orchestration product, was able to act as a single campaign orchestration platform delivering omnichannel personalization powered by deep customer insights from CDP.

Algonomy's Solution:

Data ingestion: Seamless ingress of data with connectors

Unified Customer Snapshot: Customer snapshot as API to all consuming applications

Advanced Customer Analytics: Insight-driven approach to Customer Engagement

Omnichannel Orchestration: Personalized marketing across: Email, Mobile Notification, Website, SMS, Direct Mail, Call-Centre

Algonomy supported a strong loyalty program that Consum ran by providing 3600 view of the customer and granular customer segments at a household level to help with right offers for each individual or household. Through Customer Journey Orchestration (TargetOne), Consum pushed campaign communication across channels in real-time. For example, Customers can check how much money they have saved instantly as the platform enables a real-time call to TargetOne Webservice. Additionally, money added to Wallet is pushed to Customer mobile-app using TargetOne journey.

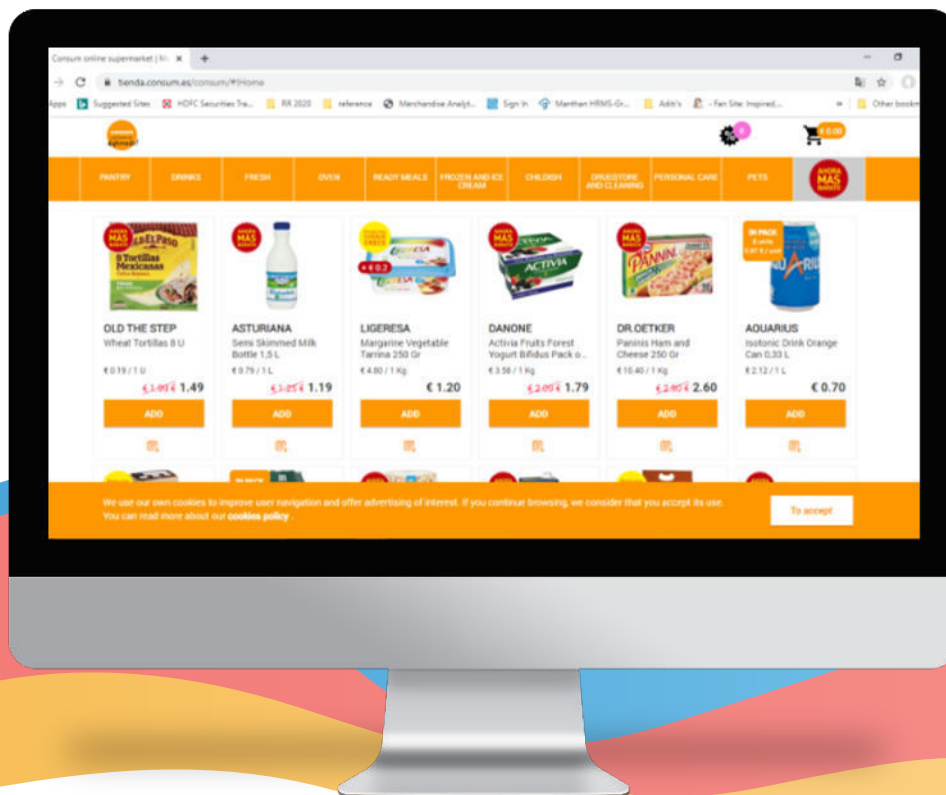
Algonomy's platform enabled seamless omnichannel engagement through real-time API connects to customer wallet, mobile app for push and in-app notifications, online stores, email, SMS, POS, social, direct marketing and surveys. Campaigns were targeted based on insights from CDP with advanced algorithms such as RFM segmentation, lookalike models for expanding customer base, churn analysis, etc. Journeys were automated with delays and response types.

We enabled real-time event-based retargeting with personalized offers on mobile app, relevant banners on website, comprehensive customer view for call center agents to handle service requests and complaints. Consum was able to send personalized direct mails based on householding, segmented by demographics. Campaigns were optimized with test & control to measure incremental sales.

By leveraging Algonomy's CDP and Journey Orchestration, Consum was able to drive targeted messages and campaigns to their customer across their online and offline channels, delivering a delightful shopping experience.

Algonomy product suite is well integrated into Consum application landscape and various third-party applications to provide seamless single omnichannel campaign orchestration platform which helps us drive comprehensive campaigns and offers at household level."

- Mayte Gomez, Head of Loyalty CRM, Consum.



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Algonomy (previously Manthan-RichRelevance) is a global leader in algorithmic customer engagement powering digital first strategies for retailers and brands. With industry-leading retail expertise connecting demand to supply with a real-time customer data platform as the foundation, Algonomy enables 1:1 omnichannel personalization, customer journey orchestration and customer analytics. Headquartered in San Francisco and Bangalore, our global presence spans over 20 countries. To learn more, please visit algonomy.com