

CASE STUDY

ALGONOMY

A Large Pizza Franchise in Canada

SEGMENT | QSR

PRODUCT | Customer Data Platform, Customer Journey Orchestration

CHALLENGE | Lack of decisioning intelligence to drive targeted customer engagement and improve campaign ROI

RESULTS

8% increase in overall sales

1% reduction in one-time buyers

16.5% increase in average recency

"In this fast-paced, digital-first world, we have to make important decisions quickly to keep up with ever-changing consumer needs and preferences. We believe Algonomy will give us a strong data foundation and the insights we need to make better and more timely decisions," said the CFO.

The client is a franchise owner for a leading QSR brand in Canada. As part of their portfolio, they run the pizza business for one of the top 3 pizza brands in the world where they own and operate over 500 stores across 200+ cities, catering to over 50 million orders from 7+ million customers.

Despite being a large quick service restaurant chain, the franchise relied on manual, excel-based analytics reports to make decisions on campaigns and customer engagement. The fundamentals of a single view of customers across digital interaction and store purchase was missing.

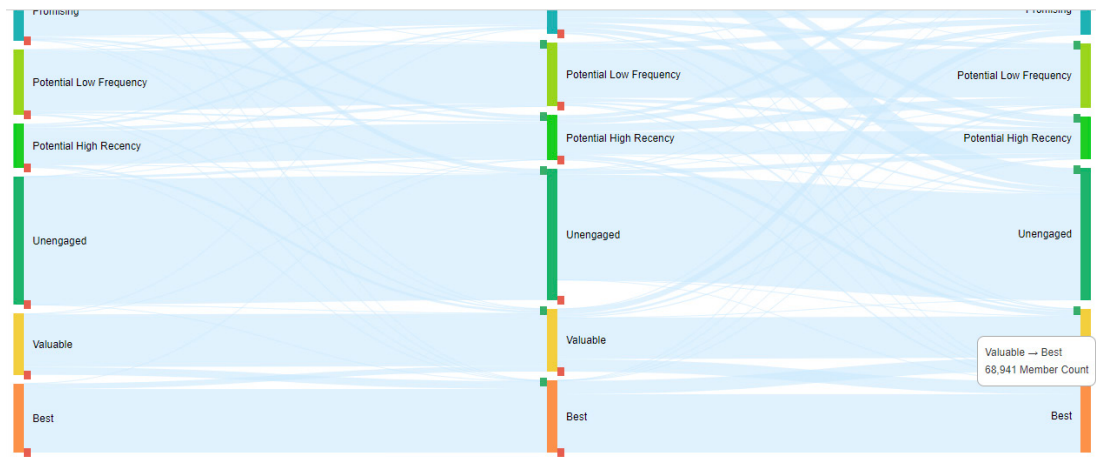
This meant that marketing was not equipped with the right insights at the right time to be able to drive effective communication that would resonate with the end customer. This lack of insights percolated to missing intelligence on campaign effectiveness, which meant that they were not testing messages or offers to measure impact before making a larger roll out, thereby impacting marketing ROI.

With this as the key challenge, the client was on the lookout for a partner to accelerate digital transformation to drive better, faster decision-making in the face of constantly changing consumer needs and preferences. They found a perfect fit in Algonomy, the leader in Algorithmic Customer Engagement (ACE) solutions, to drive the company's digital customer engagement transformation.

The first task at hand for Algonomy was to build a strong data foundation by bringing customer data, that was spread across siloed systems, together for a single source of truth from across POS, loyalty, delivery, digital, etc., resulting in a golden record of every customer profile. With this, Algonomy's CDP acted as the default CRM.

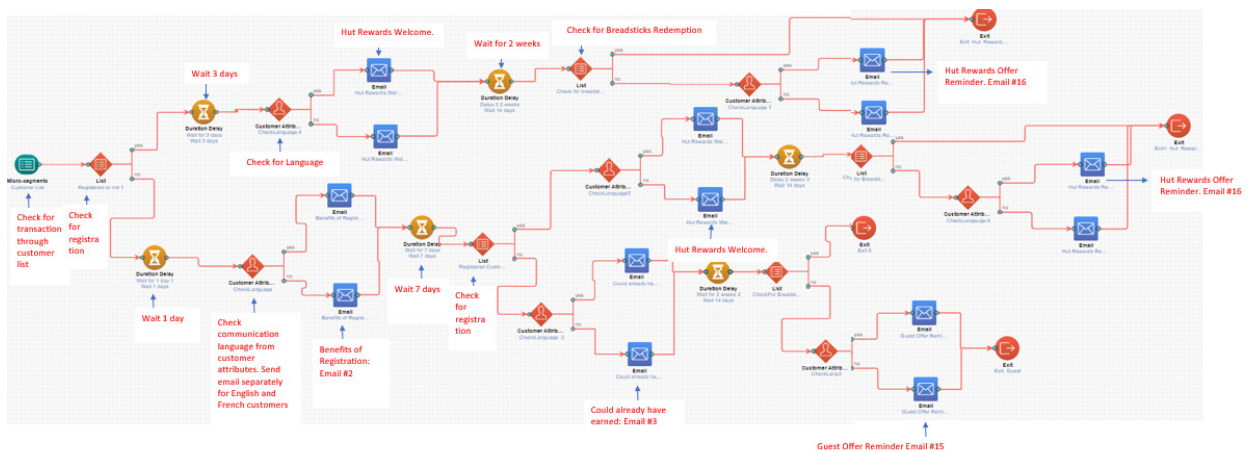
Algonomy's CDP comes with a layer of advanced AI algorithms for micro-segmentation, RFME & lifecycle status segments, segment migration, market basket, retention analysis, propensity, campaign effectiveness, and more.

Armed with this decisioning intelligence, the client was able to reverse dropping retention rates by identifying the right point at which a relevant intervention was to be made based on the customer's tastes and preferences.



Algonomy's solution helped the client slice and dice member, non-member, channel, region, and other data that equipped the marketing team to make decisions on cross-sell, upsell, pricing, promotions, and placement. This was extended to loyalty members, thereby driving offer redemption and AOV up. The client was also able to make smarter decisions on rolling out an offer or a message by testing its efficacy before a wider roll out.

Algonomy's Customer Journey Orchestration helped automate engagement for both rules-based and triggered scenarios. This covered new customer journey, journeys triggered by points balance, lapsed customer journey, and more.



By leveraging Algonomy's CDP and Journey Orchestration, the QSR was able to drive targeted messages and campaigns to their customers across journey and lifecycle stages. With relevant and timely engagement, the client was able to enjoy increase in repeat purchase, purchase frequency, and average order value.

ALGONOMY

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.