India's largest conglomerate,

with 2000+ stores leverages
Customer Data Platform for growth marketing.

MANTHAN

80	**200**	**04%**	**19%**
million customer profiles in CDP	mn communications per month	growth in avg customer spend	more business from loyal customer base

ABOUT THE CLIENT

The retail group is a household name in the Indian sub-continent, with presence in 400 cities and towns, and daily shopper traffic of 2 million. They serve vast variety of customer needs through their supermarkets, hypermarkets, departmental stores, fashion, home décor, consumer durables, convenience stores and neighborhood store formats. They run 7 loyalty programs, have recently ventured into e-commerce. They have also launched a mobile wallet which is seeing great success with customers across formats.

COMPLEXITY FACED

Fashion & Lifestyle	Departmental Store	Consumer Goods	Supermarket	Over 20 pvt brands
Value Fashion	*Beauty Men/Women/Kids Footwear Accessories*	*Home decor*	*Grocery*	*Casal wear*
Plus-size Brand	**Hypermarket**	*Consumer durables*	*Premium small format*	*Lounge wear*
Premium Footwear		*Furniture*	**Sports**	*Packaged food*
Premium Women's western	*2 different brands*	*Electronics*	*Premium Sports wear*	*FMCG*

Loyalty Programs

Customer Loyalty, Mobile wallet, Airtime

Scale of business

2000+ stores	Over 80 mn customers
400 cities and towns	2200 mn+ revenue
Daily 2 mn visitors	

Volumes

200 mn comms/ month

23 mn transactions/ month

20 mn SMS peak load (30 min)

BUSINESS PROBLEMS

- Complexity and scale of operations resulted in siloed and disconnected systems – 48 systems with customer and loyalty data at last count
- Broken customer view - rampant problems with duplicate and incomplete records, no control over customer profiles
- Missed opportunities by business – bottlenecks with cross-sell, creating customer segments, communicating with customers contextually

THE RETAILER WAS LOOKING TO CREATE A CUSTOMER-CENTRIC MODEL OF GROWTH

The answer was to develop the means to understand the needs of their customers on a continuous basis. They turned to Manthan to set up a centralized Customer Data Platform (CDP) to unify first party customer data – both structured and unstructured from various systems, and across different loyalty programs.

This required a step-by-step data standardization, de-duplication, data enrichment, reverse append and merging process. The Customer Data Platform has 80 million uniques profiles, across their businesses, and has built-in capabilities and algorithms to micro-segment customers, identify their preferences and predict their behaviors. Real-time data sharing and omnichannel campaign execution are other available capabilities.

USE CASES ENABLED

At the group level, the retail giant utilizes insights from the CDP to boost sales of new brands and to acquire customers for new stores. Specifically, they can:

- Identify top contributing households, and predict their future potential
- Cross-sell and upsell based on customer preferences and purchase patterns, including in other formats
- Predict churn and reactivate lapsers by engaging them
- Boost customer spend and purchase frequency by rewarding certain behaviors
- Acquire customers into new product categories and promote adoption of private labels

The retailer believes that their marketing has to be personalized to engage customers and drive traffic. The ask was to do this at scale with no limits on complexity of scenarios and no cap on the number of customer attributes used for segmentation.
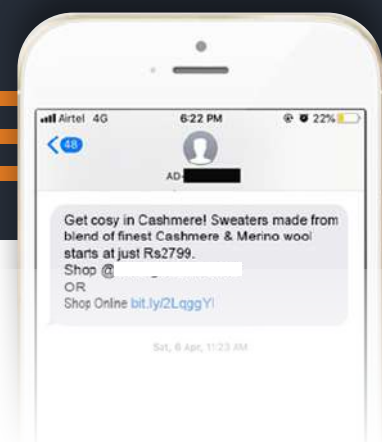
This became possible with pre-built algorithms – mapping best products for customers, sending unique coupons, sending reminders and tracking their interactions/ redemptions.
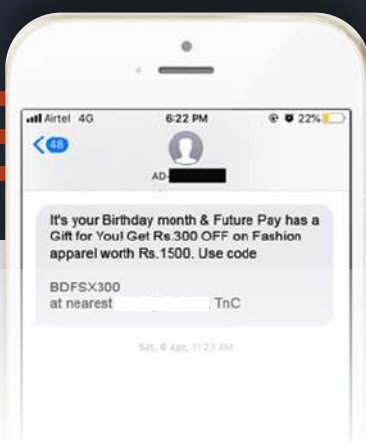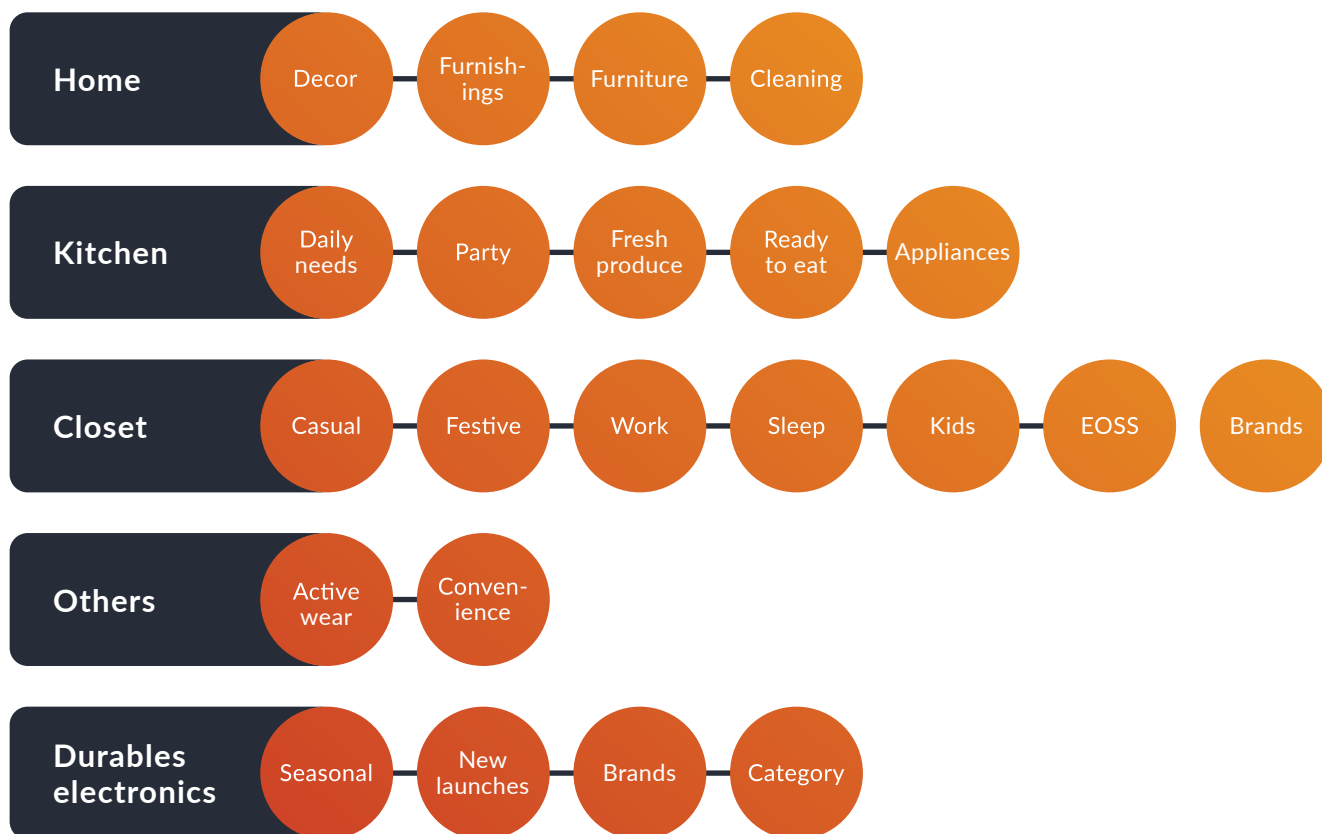
Upsell/ recommend premium categories	Location based exclusive promotions	Customer event or festival messages – birthday, Christmas

Automated segmentation and mapped content to drive sales

Campaign types

The variety of campaigns executed by the group is incredible and cuts across a household's kitchen needs, décor needs, closet needs, consumer durables and electronics and fitness wear.

Home	Decor	Furnish-ings	Furniture	Cleaning

Kitchen	Daily needs	Party	Fresh produce	Ready to eat	Appliances

Closet	Casual	Festive	Work	Sleep	Kids	EOSS	Brands

Others	Active wear	Conven-ience

Durables electronics	Seasonal	New launches	Brands	Category

Variety of campaigns executed

THE BENEFITS

The fashion formats reported a phenomenal growth of **4% in average customer spend**. Their loyal customer base is now **spending 19% more than earlier**, and they have successfully **reactivated 10% from their lapsed customer base**.

At the same time, they have equipped their zonal teams to run their own campaigns, and have recently introduced real-time notifications on the mobile wallet app.

Who we are

We are Manthan. We love technology, we love consumers. We design newer ways to seamlessly align the two, to create opportunity for your customer-obsessed business.

What we do

We design prescriptive analytics applications powered by AI; on cloud, for customer-facing businesses. Today our focus is on AI, to reimagine analytics as human intelligence never could.

HOW WE WORK

Our mission is to make the most sophisticated analytics products intuitive for the user. We do that by integrating decision sciences, advanced math and artificial intelligence into the way you run your business.