



ARNOTTS
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CAPTURING ARNOTTS' LOYALTY

IN TIME FOR CHRISTMAS

SERVICES

Data Integrity

Customer Experience

Customer Engagement

ISSUE

When Arnotts launched their Wonder Card customer loyalty campaign in September 2014, they needed a reliable partner that could deliver a data solution within their short turnaround time to maximise pre-Christmas sales.

SOLUTION

After meeting with Arnotts' project team, we firstly suggested ways in which the data capture forms could be amended to improve the quality of the data captured and to ensure compliance with data protection, without compromising the personal information gathered by the company.

We then documented the various data sources, including their relevant segmentation criteria, before analysing how the data needed to flow to ensure the success of the campaign.

We provided a bespoke template to ensure that data captured could be cleaned, standardised and seamlessly integrated with both their customer loyalty and CRM systems.

Physical data was then captured by our in-house team of highly skilled data entry operators and was processed to a rigorous set of rules.

Turnaround times required a daily automated feed as soon as the campaign went live and data was uploaded via a nightly feed to the relevant system.

This enabled Arnotts to personalise the customer experience with immediate effect.

RESULTS

Over 100,000 customers were successfully on-boarded to the Arnotts Wondercard during their initial launch period.

In addition to this, the solution put in place continues to generate new customers and increasing sales for Arnotts' loyalty scheme and Arnotts has continued to partner with Dataconversion on other data-driven projects that enhance their customers' experience.

CONTACT US



www.dataconversion.ie



+353 1 804 1298



hello@dataconversion.ie

Dataconversion,
25-26 Westland Square,
Pearse Street, Dublin 2,
D02 N403.