XRM Loyalty by E-consulting Scenario

Primary Persona:	Marketing and Loyalty Manager
Configuration Settings	Client: Web Client (Browsers: Chrome, Edge)
Problem / Opportunity Statement:	- Purchases frequency increase - The average purchase amount growth - Number of purchases increase - Stock balance optimization - Costs optimization - Cross-sales
Pain Points:	- Lack of customer accounting system - Bad knowledge of customers' needs is a disaster for marketing, sales and service department of any company
User Goals:	- Ease of launching new marketing programs - Increase in Recency Frequency and Monetary of existing customers - Optimization of residues - Up sell & cross sell
Business Goals:	- Full control and growth of loyalty - Build a single information space for the company - Increase customer engagement - Increase the base of active customers
Triggers:	55% of clients recognize that the more accessible it is to get support from the company, the more likely they will love it.
Narrative Description (e.g., plans, evaluation, actions, objects, context, events):	XRM-system is a single center for managing the entire business. Works with different communication channels and collects data on customers, helps to form individual offers and increase sales.

Detailed Steps	• Fast processing of payments with protection against fraud. Check processing speed — up to 2 seconds on the flow of 2 million per day. • Increasing purchase frequency, and the average check (Customer Overview 360/720, Omni channel, Up sell & cross sell, Management of residues, Staff management) • Microsoft Azure Services Provide Flexibility (Quick connection of new cash registers and outlets, From units to hundreds of thousands of checks per day, Without loss of performance) • No programmers and system administrators (All loyalty programs are configured by the marketing manager using "just mouse". The interface is understandable from the first minutes of operation)
Success Metrics:	XRM Loyalty provided increase in: • repeated purchases (up to 40%) • purchase frequency (up to 2-3 times per standart period) • the average check in money value (up to 50%)