ciVALUE

Customer Analytics and Personalization for Retail. Simplified.

SUPER-PHARM

Super-Pharm Takes Control of its Personalization for Increased Loyalty & Revenue

Client Case Study

About Super-Pharm

Super-Pharm is a multinational, award-winning drugstore chain founded in 1978 in Israel, which has expanded to 220 stores and 7,200 employees there, plus an additional 60 branches in Poland, and activity in China. Innovation is a way of life for Super-Pharm, and the company launched its own private label in 1995 – Life – which offers thousands of health and beauty products. For its international activity, Drug Store Review magazine selected Super-Pharm as the best global drug store network in 2010, and two of its key executives were awarded Retailers of the Year.

About Super-Pharm

- Multinational, award winning drug store chain
- Hundreds of stores in Israel, Poland and China
- Innovative loyalty club for more than two decades
- Email, Mail and App communication channels

The Need

Super-Pharm sought more agile, hands-on, in-house personalization capability, with real-time, granular control.

The Solution

ciValue SaaS solution was implemented within weeks after connecting POS and other data feeds.

Benefits of ciValue Solution

- Rapidly understand customer "Retail DNA"
- Quickly access segmentation analyticsigns
- Collaborate with suppliers, sharing anonymous aggregated behavioral information
- Significant revenue uplift, increased customer visits

Continuous Improvement in CRM Strategy

As a retail chain committed to innovation and customer-centric marketing, Super-Pharm sought to improve its CRM strategy. After decades of running a highly successful loyalty club – in which members benefit from special sales and coupons, including some personalized offers – the company wanted to take personalization to the next level. They sought to expand into more digital channels with personalized offers on its mobile app, even for users that are not loyalty club members.

Millions of PERSONALIZED offers/month

The Super-Pharm marketing team also hoped to gain more hands-on, granular, real time control of their personalized marketing campaigns. This would give them room for agility and creativity to define new and innovative campaigns. In order to do this effectively, however, the marketers would need to have easy access to insights about the chain's customers, their buying habits and their motivators.

"When we brought our personalization in-house we thought we would need data analysts to succeed, but ciValue's software is our responsive, powerful data analyst."

– Hilla Milo,
Director of Personal Marketing, Super-Pharm

The Solution: ciValue for Insights at a Click

The company turned to ciValue, which provides a SaaS customer analytics and personalized recommendation solution. Just a few weeks after connecting to their POS and other data feeds, the team was up and running and able to define new campaigns, segment customers, and allocate personalized coupons to customers. They maintain a bank of hundreds of available offers at any moment that are matched automatically to customers based on their "Retail DNA," their unique makeup of purchase behaviors, preferences and needs.

Super-Pharm's marketing team can define rules and policy guidelines for the offers such as how many coupons each person can receive at a time, the total value of coupons each person can receive, and the number of customers that can receive coupons. They can also set specific objectives, such as if the coupons should be targeted for retention of loyal customers, cross-selling, stretch, or winning back customers who are at risk of abandoning the chain. Then, at the press of a button, ciValue's optimized predictive matching algorithm allocates the offers to Super-Pharm's customers within the pre-defined policies. ciValue integrates seamlessly with Super-Pharm's direct mail, email and app solutions to distribute the personalized coupons across every communication channel.
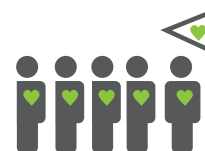
Increased
REDEMPTION
vs. control

ciValue tracks the usage of the coupons, providing insights such as how many people used the coupons. This enables further optimization of the coupon bank.

"ciValue makes it easy to understand our customers needs and swiftly access segmentation data. We can quickly define a personalization campaign, determine who we think should receive selected coupons, and then tune the campaign using ciValue to expand the audience to other relevant customers, all on the fly,"

said Hilla Milo, Director of Personal Marketing, Super-Pharm.

The Supplier Connection

Suppliers are a crucial part of the personalization equation, since besides providing products for sale, they also provide many of the offers. Using ciValue, Super-Pharm helps its suppliers understand purchase cadence (i.e. at what frequency a certain product is purchased and how many at a time), and category churn (i.e. how many customers increased/decreased purchasing a particular product). Using these figures and more, suppliers can, for example, identify if they need to focus on gaining new customers or increasing loyalty of their existing customers.

INCREASE
in weekly visits
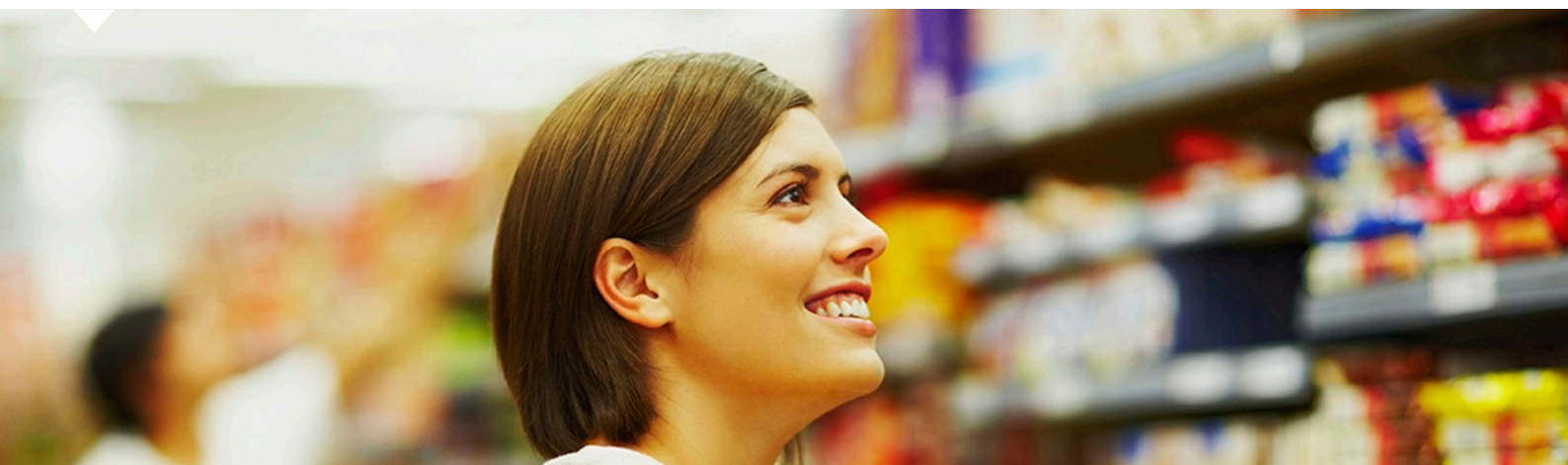
"ciValue enables collaboration between the personalization team members – who are most knowledgeable about the customers – and the suppliers – who know the most about the products – on a single system, and all for the good of the customers," Milo continued.

Results: More Loyal Customers Use More Coupons; Lead to Revenue Uplift

Super-Pharm measured results of its personalization efforts with ciValue during a 90-day period, tracking coupon redemption by loyalty-club members compared to a control group that did not redeem coupons.

Significant
REVENUE
growth

During the 90 days, Super-Pharm found that the use of personalized coupons had led to a significant uplift in revenue, primarily tied to increased customer visits. The coupons enticed customers to come into the store more often, leading to greater overall sales and higher engagement. The company also learned that customer churn slashed in half for those customers that redeemed offers. The redemption rate of the personalized coupons was four times that of a control group that received random coupons.

"We know that personalization works, and now, with ciValue, we have the tools to take our personalization to the next level," Milo said.

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