

# SUCCESS STORY



Crystal is a company dedicated to the production and marketing of clothing brands in Latin America engaging client brand loyalty using Customer Insights.

#### Business Needs

Crystal's need is to gain an in-depth knowledge of its clients in order to generate commercial campaigns that will reinforce lasting profitable relationships.

#### Business Outcomes

Discover and generate new actionable communications opportunities and strategic campaigns.

#### Keys to Winning

Improve Call-to-action by a 50%.  
Increase the marketing campaigns ROI 3X.  
Reduce brand churn by 20%

## Win Effective Results

### Analytical strategy:

Several areas and processes of Crystal were intervened in which approximately 10 initiatives were identified to implement advanced analytical models.

### Analytical architecture:

Knowledge of customers, cost savings and scalability of solutions.

### Manager impact on churn:

Recover 40% of high value customers with high churn probability, increasing sales and improving retention indicator.