

Retail Solution

Case Study



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Lifecycle Digital worked with Australia's largest Pharmacy Chain to **supercharge** their loyalty program.

Our Client

This Australian based pharmacy chain offers professional, personalised service and health care solutions. During its more than 50 years in pharmacy this company has amassed over 165 stores across Australia. The chain engaged with Lifecycle Digital to get closer to their customers by optimising their loyalty program.

The Problem

The pharmacy chain's original loyalty engine was unfriendly and outdated, it could not provide them with the tools they needed to optimize their loyalty program. The platform was stunting the growth of their marketing initiatives; there were 3 main problems that our client was experiencing:

- Their outdated and limited loyalty engine meant they were struggling to develop their loyalty program to its full potential.
- Generating meaningful insights from the existing platform was very difficult.
- The Head Office was struggling to ensure all stores were conducting loyalty initiatives that were meaningful, on-brand and on-strategy.

The Solution

Lifecycle Digital understands each of our clients' have individual needs, for that very reason our Retail Solution is modular. We implemented the loyalty module of Retail Solution for this client to reinvigorate and maximise the potential of the pharmacy chain's loyalty program.

Firstly, our Retail solution allowed the client to clearly monitor customer behavior at every stage of the loyalty journey and reward customers for becoming a member, increasing their average spend, or expanding their average cart size. With all these opportunities and more, they could expand the quality and quantity of their customer data to further fuel marketing initiatives.

With our platform, the built-in dashboards presented easy-to-understand customer insights at the click of



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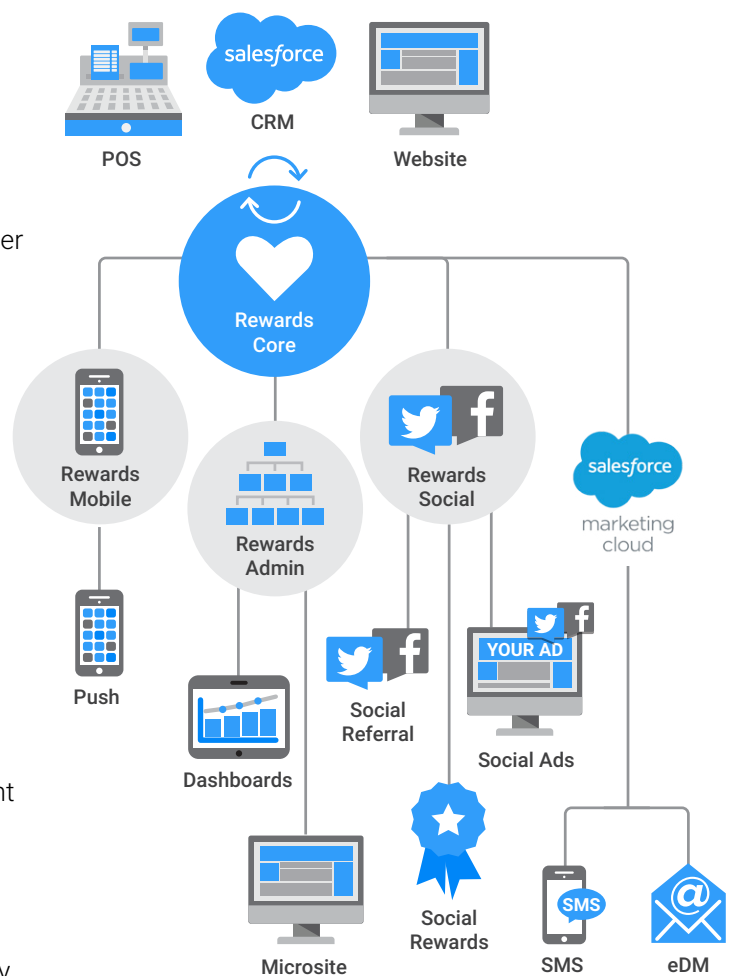
a button and allowed Head Office to access clean reports across any topic. We also automatically generate weekly store reports and financial reports for the client.

The next step was to implement an authentication process to control the power of individual stores over business loyalty initiatives. This process allowed the client to implement a business-wide procedure whereby stores are now required to submit their suggestions to Head Office who can provide feedback immediately. This new authentication process guaranteed that all store specific loyalty programs were on-brand and in line with broader business objectives.

The Results

The Retail Solution has helped Australia's largest retail pharmacy chain to boost all aspects of their rewards program. Not only has the program brought them closer to their existing customers, since the loyalty module was implemented in 2013 their total database has grown an enormous 130%.

By solving these 3 pain points for the customer they are now pursuing the other modules in the Retail Solution to further improve their marketing initiatives.



Want to learn more?

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