

Customer Loyalty Program

Company 'CC' is a leader and innovator in the retail arena and e-commerce space. In a strategic effort to increase customer engagement with their brand and boost revenue they decided to implement a customer loyalty program.

Working with 5P, the client defined a best-in-class process and solution to meet the demands of the tech-savvy consumer. After evaluating technology options, we implemented Salesforce Loyalty and Commerce Cloud.

By leveraging the Salesforce platform, we delivered a solution that influences the consumer to engage with the website, retail outlets, and social platforms keeping them interested in the products and rewarding them for spending.

- Rewarded customer interactions through points/discounts from areas such as signing up, social postings, publishing wishlists, and registration of vehicles
- Pushed the customers along gamified journeys to further advanced rewards
- Enabled artificial intelligence for targeted high-value product promotions for early releases resulting in increased life-time value of their customer base
- Delivered interactive dashboards for a fully integrated 360 customer solution



62%
Increased rewards

75%
Increased Customer LTV

