

Developing a VIP system for VIP customer loyalty programmes across several outlet shopping centres.



THE CHALLENGE.

As a result of our successful handling of the VIP loyalty scheme for Clarks Village, we were invited to develop and administer customer loyalty programmes for several outlet shopping centres now owned by REALM Ltd.

The goal was a VIP loyalty programme for each centre that would build a relationship with its members and ensure that they shopped at their nearest centre as often as possible. The most important challenge for us was to design one system that could manage all the loyalty schemes, with the capacity to add more if new outlets were acquired.

THE PROCESS.

We developed and continue to manage a bespoke system to handle all the loyalty schemes. At first, the programmes were a mixture of online and offline activity. Now, all the centres apart from one operate their programmes online.

We immediately verify and capture all member data or synchronise with the websites. We then send out membership cards, with personalised welcome letters and special introductory offers.

Another key aspect of our work is providing customer service support for all the centres. VIP members who call or email with enquiries come through to us, so that REALM's staff aren't constantly tied up answering calls and emails, and can get on with their own work.

As well as dealing with all the varied tasks described above, at REALM's invitation we are now helping their advertising agency move the bulk of their customer communication onto an internet-based system. Our experience in designing web-enabled systems combined with our hands on knowledge of the programme is considered essential by all parties to the success of this transition.

THE RESULTS.

The customer data for each centre is accurate, with all members in the correct postcode area for their nearest centre. Our continuous, efficient managing of the data and welcome letters has ensured that the number of people joining and using the scheme has grown consistently since 1996. The centres have changed ownership several times, and we have continued to work successfully with each company in turn. The number of outlets has already grown from three to seven.

"HWC has been an invaluable asset to the operation and evolution of our customer loyalty schemes. In particular, they have demonstrated high levels of expertise, understanding and professionalism throughout the development of the online schemes as well as the day to day management of our database."

*Rachel Cooper,
Marketing Co-ordinator,
REALM Limited*

FURTHER INFORMATION.

To find out how we could help you with customer loyalty programmes or other business processes, please contact:

Claire Bedwell
01392 445 995 or at
clairebedwell@hwcltd.co.uk

