



GETTING HIGH ON CUSTOMER LOYALTY

Pursuing customer loyalty is akin to chasing a moving target. Thanks to mobile devices, customers today are always connected and increasingly more aware of available options. The same devices provide brands with the opportunities to engage with their customers. A mobile app strategy, if executed well, can significantly improve brand loyalty. For food and beverage brands, where both emotional and impulsive factors drive customer choices, this strategy is particularly critical. A well-designed mobile app is a great way to create a compelling and consistent brand presence.



As per a study by Greyhound Research, a leading global analyst firm, developing mobile apps is the most preferred strategy for enterprises to address customer loyalty in today's increasingly challenging digital paradigm. While 93% respondents in the study rated mobile apps as their preferred strategy, 77% confirmed that they either already have a mobile app strategy or are in the process of developing one.

A WIN-WIN SITUATION

Taking a cue, one of Infosys' clients - a leading manufacturer of premium drinks - created an app to build brand loyalty by offering reward points on purchases. Planned for a launch in UK and Ireland, the mobile app was aimed at increasing footfall at the client's partner pubs, hence creating a win-win situation for both the client and its partners. However, they also knew that creating a mobile app was not enough. An engagement strategy backed by a robust and reliable campaign engine would be critical to make an impact.

The client partnered with Infosys for development and management of the campaign platform. This campaign platform would roll out offers and measure their effectiveness, while also serving as the backend for the client's marketing campaigns that would run on the app.

THE IMPORTANCE OF INNOVATION

Infosys developed the campaign engine to push offers and notifications as per campaign plans. For greater effectiveness, Infosys included compelling functionalities such as an improved user interface (UI) and a visual map of participating outlets. Infosys also proactively offered additional features in the campaign engine for ease of use of the client, including campaign tracking and evaluation and single sign-on for the entire campaign engine.

Infosys conducted joint workshops with the client teams to brainstorm on adding innovative features. These included 'geofencing' - a feature which would trigger notifications about offers based on a customer's proximity to the nearest outlet, and addition of social media sharing tools that helped a customer share news, like winning a discount, directly from the app.

The app, powered by Infosys' campaign engine, became a runaway success, rising to #2 in app store ranking in Ireland in the first week of its launch. The app also achieved over 50,000 downloads in the first month, leading to increased footfall and sales in participating outlets. It also won a DMA silver award for 'Best Use of Mobile' category.

GETTING HIGH ON CUSTOMER LOYALTY: THE FIVE TAKEAWAYS

- 1 Establish** campaign engine to drive and support marketing campaigns and track their effectiveness, to improve engagement with customers.
- 2 Conduct** as-is analysis through a combination of knowledge documentation and reverse engineering. Focus on redundancies and key areas of functional impact.
- 3 Execute** targeted and personalized campaigns by building customer preferences into the app and leveraging them for fine-tuning offers and notifications.
- 4 Build** tools to empower client to effectively track and measure success of campaigns.
- 5 Expand** the reach of marketing campaigns by plugging social media sharing tools into the app.



BIG LEARNING:

A mobile app is only a front for a well-executed marketing campaign. For effective customer engagement, a well-designed campaign engine, with the ability to track and measure campaign effectiveness, is critical. The client, in this case, benefited not only from the deep technical expertise that Infosys brought on board but also from our proactive, innovative, and consultative approach.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Learn more about building successful loyalty apps by reaching out to us at askus@infosys.com