

CASE STUDY

Franchising of beauty centers

KNOW, SATISFY AND CAPITALIZE ON CUSTOMERS

SITUATION

Increase the interaction between brand and customers in functional way to increase visibility to intercept new users and enhance the value of active customers.

SOLUTION

The goal of enhancing customer value and becoming a solid and recognizable brand depends on an in-depth understanding of the customer experience. To achieve this, a machine learning analysis was performed on the historical franchise data.

IMPACT

The analysis made it possible to outline different customer segments. Interpreting the results, 3 fully automated digital solutions were identified to:

- Increase the satisfaction of customer experience
- Capitalize on active and inactive customers

Machine learning analytics identified 3 growth paths across Social Media, Email, App, SMS and Physical store to engage customers across at 360 degrees.

- **Welcome Journey** to interact with new customers
- **Cross-selling Journey** to capitalize on different services on active customers
- **Retargeting Journey** to capitalize on inactive customers