

Case Study

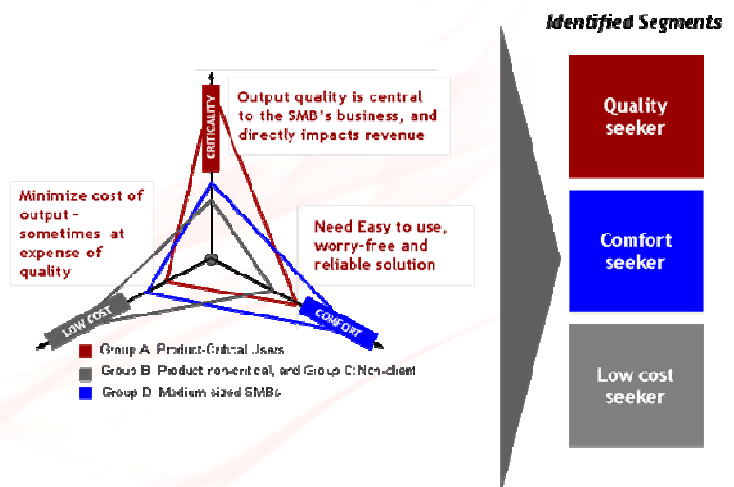
Designed an engagement model & loyalty program for SMB customer segment

• Situation & Challenges

The client faced increasing competition and threat to loyalty in the strategically important SMB segment. Further, the existing loyalty program was not robust enough to create stickiness of SMB customers.

• Our Approach

We conducted a primary qualitative research to understand SMB's wants & needs. We then conducted a need based segmentation of the customer base & analyzed member behavior from historical data. We developed a value proposition for each segment & designed offerings addressing segments' needs based on the structural benefits. Finally we developed the implementation plan.



• Result

Our work helped the client transition from a transaction-based to a relationship-based engagement that delivered on stickiness and value to customer.