

Citrusox's loyalty program generates 70% of overall sales and registers over 5,000 members in just 4 months



Citrusox is a socks and leg-wear company established in 1997. Based in Singapore, the brand offers a wide range of trendy merchandise across multiple styles. Citrusox specialize in fashionable socks, stockings, leggings and related legwear accessories.

## Overview

### The Challenges

Citrusox needed to upgrade its marketing strategy and improve sales performance using its loyal customers across multiple channels.

### The Solution

Using a card-less program, the brand can create consistent and exceptional experiences across multiple channels. The program also lets Citrusox incrementally gather more data about its customer leading to more granular offers and increased personalisation.

### The Benefits

Personalized communications helped Citrusox register more than 5,000 customers within 4 months and generate loyalty sales of a whopping 70% of the total sales.

## Challenges

Citrusox wanted to upgrade its marketing strategy and improve its sales performance by nurturing its loyal customers with focused and personalised communications. The brand wanted to create a customer engagement program that would encourage repeat store visits throughout the year; offer a flexible points program that would reward loyal customers with relevant offers and gifts.

## A Better Solution

Capillary implemented a card-less loyalty program, designed to create a consistent brand experience across multiple channels such as SMS, email and online. The loyalty program is powered by Capillary's point of sale (POS)-integrated InTouch CRM and Loyalty Engine, which helps the brand to incrementally build a rich customer database using customers' mobile phone numbers as unique identifiers.

## Benefit 1: Radical increase in number of member registrations

The loyalty program offered double points on sign up to boost the number of registrations. Within 4 months the brand witnessed over 5,000 registrations. The loyalty sales currently contribute a whopping 70% of the total sales.

#### The Products

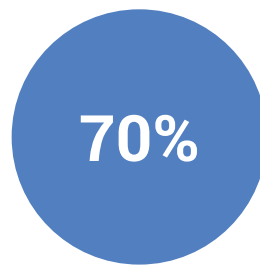
- InTouch CRM
- Loyalty Manager
- Campaign Manager

## Benefit 2: Personalised communication with customers

Once the customers are registered with the brand, Capillary's Intelligent Customer Engagement™ suite enables personalised communication and offers for existing customers. For e.g. the customers are offered double points and discounts on their birthdays.

## Benefit 3: Tracking and measuring store performance

With Capillary's customer intelligence platform, Citrusox now tracks data-driven performance of its stores across Singapore. Capillary helps Citrusox keep track of the campaigns that are run and measures their performance across various stores. This helps the brand understand which campaigns work best with its customers.



Overall sales  
contribution



Registrations in  
4 months



Capillary Technologies is a leading provider of cloud-based software solutions that help retailers of all sizes to engage intelligently with customers through in-store, mobile, social and email channels. Our platform powers end-to-end customer engagement, "clienteling," loyalty and social CRM for more than 150 major brands in 12,000 retail locations. We help bring instant shopper gratification to 100+ million consumers in the US, UK, Middle East, South Africa and the Asia-Pacific region.



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