

# ACCESSORIES RETAIL STORE

OptCulture helped derive 72% of revenue from an Omnichannel Loyalty Program.

A leading supplier of vintage wear, accessories, music merchandise, candles, tapestries, tie-dyes, incense, and more.

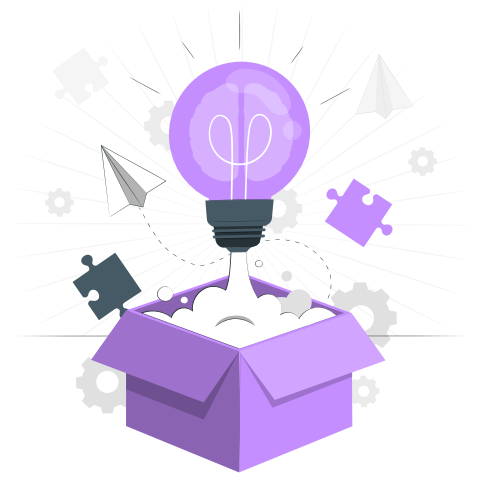


## CHALLENGE

The store witnessed a significant shift in consumer shopping behavior, with **customers buying online**, reducing offline sales, and **affecting profitability**. The company sought a solution to help them engage with customers across channels without affecting **in-store sales**.

## SOLUTION

OptCulture supported the store with an omnichannel loyalty program to provide a personalized shopping experience and improve **customer engagement across all channels**. This helped analyze the customer's journey on all channels to identify innovative ways of **personalized customer engagement**.



## BENEFITS



A seamless purchasing process helped the store to enhance customer satisfaction, increasing YoY customer repeat visits by 18% and **sales** by 47%.

With a **centralized repository of customer data**, the company thrives on data-driven **customer insights** and offers appealing rewards to loyal customers.



## RESULTS

Within One Year,



**80,861**

Loyal Members



**5,419,367**

Loyalty Points Issued



**46,186**

Redemptions Made



**\$498,326**

Loyalty Points Redemption Value



**72%**

Percentage of revenue came from loyal customers



**18%**

Visits from these customers increased



**47%**

Sales from these customers increased



## CUSTOMER QUOTE

"It became easier for us to engage customers, irrespective of which channel they chose to shop. With **increasingly satisfied customers**, our base of loyal customers keeps growing, enhancing our bottom line."