



Overall retail benefits



"In a competitive market, like the one Van Heusen is in, brands have to connect at a personal level with the customer."

Y. SHEKAR
CEO, ShawMan Software

Aditya Birla Group-owned Madura Garments, launched a new loyalty programme on Dussehra in 2008 named 'Power Club'. This programme used points and tiers for segregation of customers, which were based on purchases and redemptions made in a particular period. The core application for loyalty was based on the Network Loyalty Management concept that came along with the product from ShawMan that the group company Madura Garments had purchased. The application was installed on a centralised server at the head quarter in Bangalore.

SOLUTION PROVIDED

The data capturing process was fine tuned for the cashier to enter only very basic information to uniquely identify a loyal customer. All other details of preferences etc. were entered by a member of the centre team as part of the backend activity. Progress was monitored on a weekly basis and issues were addressed promptly.

BENEFITS

A slew of campaigns, including electronic gift vouchers, birthday discounts, etc. were executed through low cost media like SMS and emails that were creatively packaged to induce repeat purchase. Loyalty benefits were also reviewed as Van Heusen analysed the frequency and value of purchases of every customer. The pinnacle of success was during the preview of the end-of-season sale (EOSS), which resulted in one of the highest returns on investment for the brand. Also it records the women enrolled in the programme and their buying patterns, leading to communicating specifically with women buying for men as compared to women buying for themselves. The latter led to the launch of Diva card.

"The data CRM system generated led to great insights into member behaviour, giving us opportunities to create as many member segments as we observed."

SHIVRAJ SUBRAMANIAM

Head - Brand Strategy & Planning,
Madura Garments

the hotels in 5 star category and clubs in India which include the names like Taj, ITC, Leela, Tollygunge Club, NSCI, Palms, etc, and corporate houses like Godfrey Phillip, SKF, Nilakamal, C Krishna Chetty, Printo, Madura Garments and many others. Shawman has the plans for making more than double revenue in the coming year and also expanding in the Far East as well as other international locations.

CASE STUDY

Van Heusen, a leading apparel manufacturer and retailer from

ShawMan Software Pvt. Ltd. has helped transform Indian Hospitality industry with its feature rich products and knowledge based consulting services. It offers solutions for Hospitality & Food Services, Knowledge, and Loyalty & Leisure. ShawMan partners with Microsoft, IBM, DELL, Epson, Motorola and other prominent IT companies for long term support and this has enabled them to embrace diverse technologies for information sharing.

The company works in an ISO 9001 quality environment. ShawMan is a member of FHRAI (Federation of Hotel & Restaurant Associations of India) - the leading hospitality association in India and NASSCOM. The annual turnover of Shawman is Rs 12.25 crore and the company is growing at a rate of 55 per cent year-on-year basis. Shawman is present in India and Middle East since 2007. The leading clients of the company are