



CUSTOMER LOYALTY OPTIMIZATION FOR NATIONAL RETAILER

BACKGROUND

The client was struggling with opportunities to maximize their customer loyalty and relationship. TPG was engaged to create new processes in their marketing, IT, and financial services divisions in order to leverage opportunities for strengthening customer relationships and measure them for optimality.



APPROACH

- Implemented CRM and loyalty programs
- Created credit card and financial services
- Optimized relationships
- Tracked comprehensive customer profiles with profitability
- Completed IT transformation and value delivery processes
- Achieved IS capability enhancement, IT supplier relationship optimization, connectivity, information access & DS, and BPI on mega-processes

RESULTS

- Revenue was increased by **15%**
- Operating profit increased by **25%**
- Inventory turnover increased by **22%**