Welcome!

How Customer Lifecycle Journey & Analytics Combine To Drive Growth
The Story...

- The Introduction
- The Frustrations and Challenges
- The Solution
- The Happy Ending
A customer relationship agency.
How we help...

**Insight**
*Understand your customer behavior*
- Transform data into meaningful insight
- Plot the customer path to loyalty
- Identify risk & opportunity

**Strategy**
*Devise an engagement strategy*
- Across the entire lifecycle –
- Provide the right motivation at the right time
- Ensure engagement with behavior science methodologies

**Infrastructure**
*Enable responsiveness & agility*
- Develop a closed loop technology infrastructure
- Leverage your tools or implementing best of breed to support data & automation…including integration & programming
Lifecycle Strategy & Challenges
Understanding Memberships

- Business Member
- Diamond Member
- Platinum Member
Real Pain Points

- No Timely Access to Data
- No Actionable Analytics
- Unable to Determine What’s Working
- Manual/Non Scalable Processes
An Initiative Came to Life
The In-House Dilemma
Practical solution...

✓ Speed to Value
✓ Total Cost of Ownership
✓ Data & Marketing Expertise
✓ Adoption Strategy
✓ Minimal Internal Technology Resources
• Organized for operations
• Lacks customer centricity
• Fixing is not on the IT roadmap
• Not actionable
Complexity is Solved with Automation
What Did We Accomplish?

1. Customer Renewal Behavior/Mechanics
2. The Value of Platinum Membership
3. Identified Customers Needing an Early Engagement Strategy
4. Actionable Analytics Distributed Globally
Lessons Learned

- Push Through the Fear
- Find the Right Fit Partner
- Team Effort Drives Speed to Value
- Get Executive Buy in
- Invest in Your Team
Contact us…

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Thank you