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*"La primavera delle Comunicazioni"*

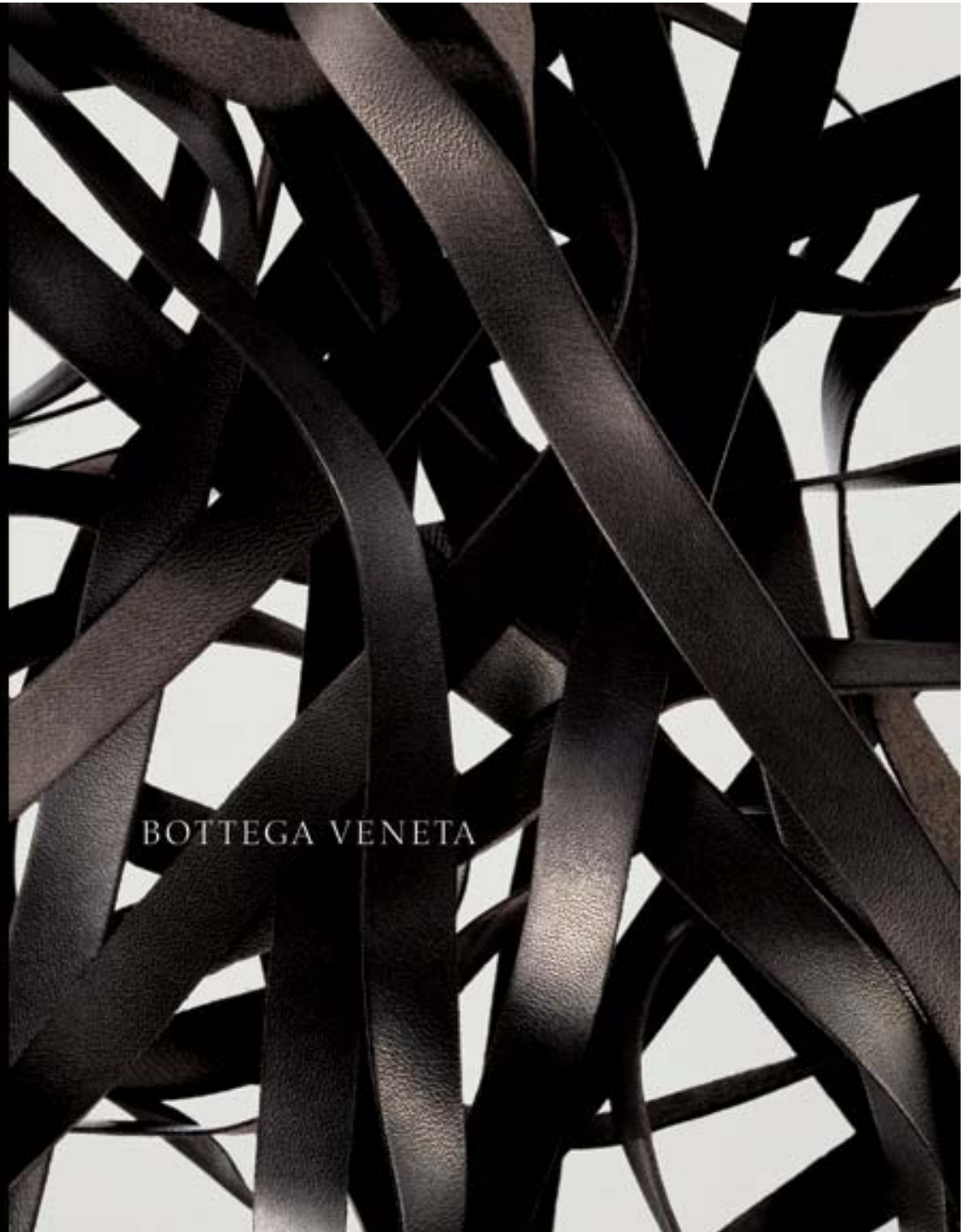
# Customer Relationship Management

BOTTEGA VENETA

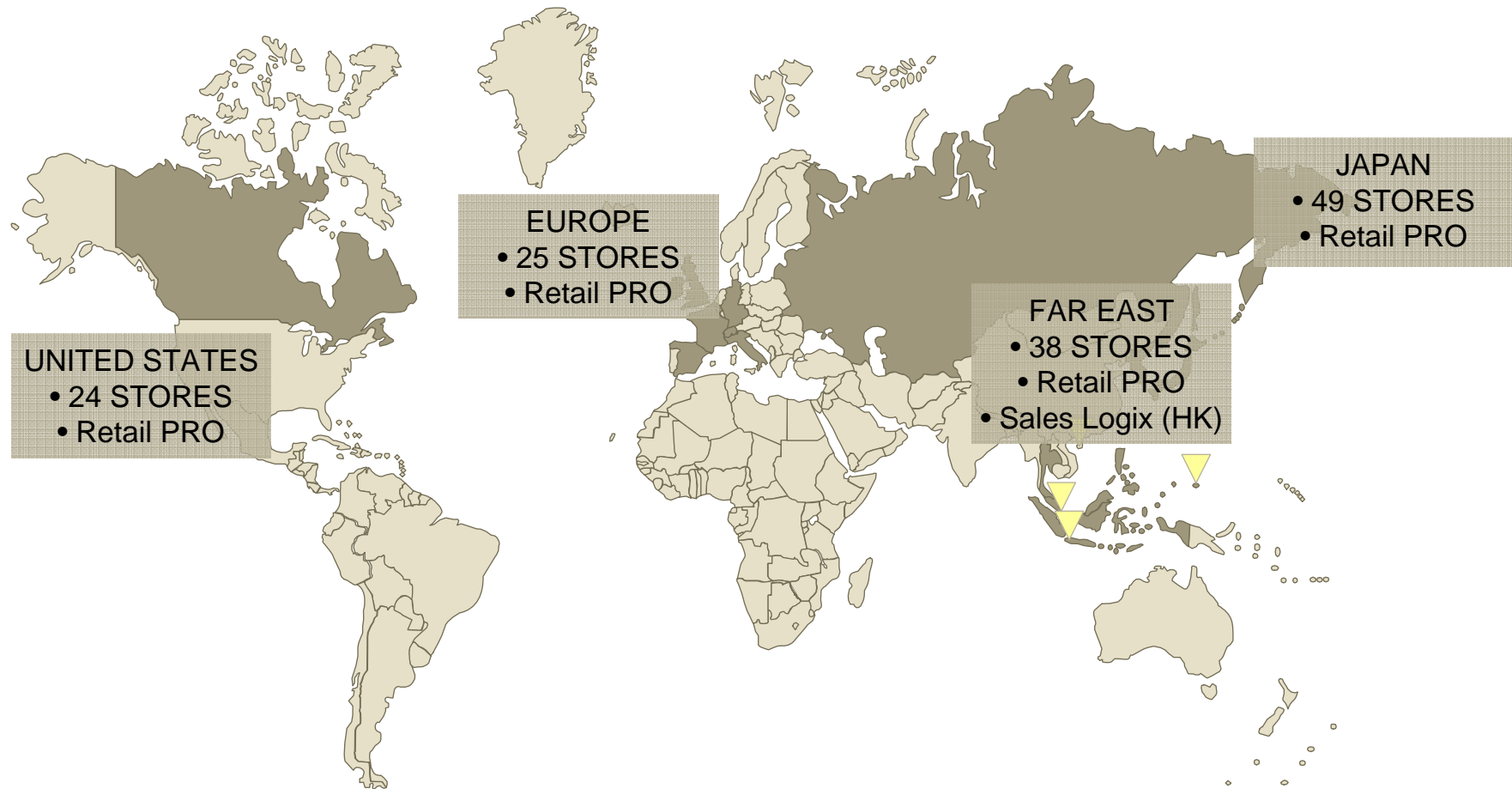


WHEN YOUR OWN  
INITIALS ARE ENOUGH

BOTTEGA VENETA



# Focus on Stores: OVERALL PICTURE



CRM is much more than a technology

**CRM is a business strategy designed to optimize revenue, profitability and customer satisfaction**

Gartner Group



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# Why CRM? Customer Supply Chain

- **The CRM project purpose is to start moving from analytical (first approach) to an “active” CRM (mixed analytical/operative), in order to:**
  - share the customer information inside the business organization. A customer oriented organization: headquarter and stores will work together and support each other.
  - higher customer satisfaction by improved quality of contacts (proactively manage interaction with customer through accurate profiling)
  - immediate access to customer relevant information (Customer snapshot) during the sales process (purchase history, LTV, preferences and other information not managed by POS system,...)

# Why CRM? Customer Supply Chain

- improve reporting, analysis and segmentation on CDB
- reduce churn rate by customer identification which are likely to 'quit' and awake sleeping customers
- managing marketing campaign: target the right people for the right event, keep track of the invitation feedback measure related ROI
- defined a loyalty program (VIP card)
- increase sales per Customer by cross and up selling
- On line channel (ecom) consolidation/integration



# Why SalesLogix?

BV needs a dedicated tool to develop and support the future CRM strategy, overcoming the weakness of POS system:

1. it is sales transaction driven data.
2. Lack of/not flexible information on POS system
3. Limited accessibility to customer database
4. Cleasing and normalization process not organized

# Why SalesLogix?

Managing more Customer information (like preferences and so on)

- Define the loyalty for a Customer
- Define the spending power for a Customer (Platinum/Gold/Silver/Bronze)
- Define visibility policy on information
- Improve customer intelligence
- Good functionalities/cost ratio



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# Why SalesLogix?

- No WW visibility
- Lack of formal controlling
- No Customer value snapshot
- Improve data availability
- Define on line history data
- Improve data cleansing
- Empower technical architecture and scalability

# Ex-ante/As-is

Weaknesses of our “old” Customer database (CDB) were identified:

- CDB architecture dated
- CDB structure derived from the specific POS system architecture
- Extraction-Transformation-Loading phase semi-manual and time consuming
- Local language data were not handled
- CDB accessible and usable only by BI team



# Ex-ante/As-is

- Cleansing e normalization process not organized
- No CRM standard guidelines
- No incentives model at store level
- No control on data gathering at store level
- Lack of CRM culture at retail level

# Targets

In the last months of 2007 the CDB model definition was reviewed jointly by Bottega Veneta and Gianos. It was completely transparent to the end users, **but necessary for every CRM next step.**

## Target

- Technology architecture upgrade (from MS SQL Server 2000 to 2005)
- Extraction-Transformation-Loading phase optimization
- Daily automatic data loading vs. semi-manual monthly data loading
- Asian language support
- Information normalization
- Daily automatic standard reports vs. semi-manual monthly reports



# Results...

- Business intelligence tool integration (QlikView)
  
- Customer snapshot
  - LifeTimeValue
  - Average tender
  - Purchase history
  - First/Last purchase
  
- Inquiry by Customer parameters
- Customer Flow Data Collection/Capture Rate
- Clerk Analysis
- Segmentation analysis
- Process for Deduplication/Normalization

# Developments And Enhancements

- Marketing campaign management and ROI calculation (i.e. Catalogue Mailout)
- Aftersales Management (repairs, refurbishment...)
- Mobile access to CRM on BlackBerry device
- Manage loyalty program and the membership by VIP card



**Revenue is Vanity  
Profit is Sanity  
But Cash is King**

Thank you...



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