

Clarks saved 40% on the cost of their First Shoes loyalty programme by outsourcing its management to HWC.



THE CHALLENGE.

We had been working with Clarks for several years when they invited us to pitch for the management of their First Shoes loyalty programme against a large, well-known competitor. The reason we won the business was that we showed how we could tailor our systems specifically for the promotion and continually enhance it throughout the programme.

THE PROCESS.

The main purpose of the First Shoes scheme is to encourage parents to buy their child's first pair of shoes at Clarks and to remain loyal to the brand. An added bonus is that when parents are in the shop they may also buy shoes for themselves.

Clarks send information about First Shoes to new parents just after the birth of their child, and pass the data to us. If customers join the scheme in-store, the staff send us the details.

We put all customer details onto a bespoke database system, which we use to generate communications and mailings. To make the process accurate, efficient and cost effective, we regularly compare and synchronise our data with the data on Clarks' main customer relationship system. Specialised reports show the effectiveness of the mailings.

On the strength of our work's success, Clarks asked us to handle the despatch of POS material to their shops. We have now developed another sophisticated suite of reports that allows them to compare recruitment efficiency ratios and cost per recruitment, based on the POS material ordered between shops and sales areas.

THE RESULTS.

As a result of our system's efficient administration and intelligent use of reports, Clarks has reduced the cost of their First Shoes scheme by around 40%.

"HWC has been successfully providing fulfilment services for the Clarks First Shoes programme for several years now. They have been instrumental in the development of the management information system, and are able to adapt quickly to changing requirements."

Waldemar Duzniak,
Clarks International

FURTHER INFORMATION.

To find out how we could help you with customer loyalty programmes or other business processes, please contact:

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