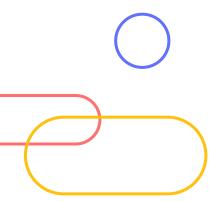Hospitality + CPG Case Study

Every Single Customer Counts.

A leading brewery partners with Silverbullet to undertake a digital-first transformative CX strategy, delivering the true meaning of 1:1 engagement.

10.8%

CTR and an impressive reduction in unsubscribers, with a smart CX strategy

Overview.

One of the UK's leading pub retailers and brewers, which boasts 2,700 pubs, restaurants and hotels across the nation, is embarking on a CX transformation journey to establish itself as a leading digital-first, customer-centric hospitality brand that maximizes the impact of every customer interaction.

Recognizing the significance of personalised customer engagements, this well-loved pub brand is committed to unlocking several key data-driven initiatives across email marketing, push notifications, app marketing, and paid media campaigns. Moreover, the brand has a core underlying mission: to leverage data intelligence to gain deeper insights into its customers to deliver the true meaning of 1:1 customer experience.

In a nutshell...

Core goal. 📢

Make every single customer count.

- Centralized data into one place as a self-serve tool

- Improvements on customer journey orchestration

- Ability to unlock data insights to improve business outcomes

Challenges 🔥

- Huge volumes of siloed data assets

- Black box managed services from incumbent contracts

- Marketing automation integration

- Slow communications strategy

- Siloed activation process across multiple brands

Tech ⚒

Technology Required:

- Treasure Data CDP

- Braze

For us, customer experience is everything. Silverbullet were the perfect partner to help us make our visions become reality."

Head of Data, Hospitality Brand

Silverbullet

A tailor-made CX Solution.

Silverbullet divided the project into three distinct sub-initiatives:

CX Architecture: Silverbullet designed a comprehensive architecture focused on:
- *Customer Centric: data flows are designed to start and end with the customer in mind*
- *Scalable: an understanding that the stack will grow and iterate over time, across multiple business units*
- *Privacy compliant: as a hospitality business, consent and data privacy is a fundamental feature of how we designed the architecture*

Customer Journey Campaigns:
Concurrently with the development of the CX Architecture, Silverbullet crafted diverse customer journeys to create that 1:1 user experience. These journeys were tailored to various scenarios and environmental factors, from welcome messages to birthday celebrations, and churn prediction. Conscious that their customers would only allow their data to be used for beneficial reasons, the program ensured a premium value exchange for customers by offering vouchers, discounts and free Wi-Fi when customers visited locations.

Data-Centric Initiatives:
Silverbullet enabled the brand to extract valuable insights from its customer data assets, to enhance marketing capabilities, specifically targeting the reduction of churn rates, amplification of personalization, and the automation of 1:1 marketing campaigns.

Let's explore some Customer Journey Use Cases:

Three-stage welcome journey:
Exploring how to welcome and onboard a consumer to the brand storytelling in the most meaningful way. Silverbullet supported the brand CS strategy by leveraging their most valued touchpoints, to acquire quality attention from consumers and transform them to grow sustainable brand power

Churn campaigns: Silverbullet built a variety of models that would predict when customers were likely to churn. These models initiate warning signals through the new architecture, and automatically trigger a variety of communications to be sent to 'at-risk' customers.

Special Dates Campaigns: Once a customer becomes known, the brand is now able to provide further value, by remembering special dates such as birthdays, triggering communications in the days leading up. These give the business a prime opportunity to send personalized offers to attract customers back in the future.

Modelling Powered Personalization

Silverbullet designed and built five models and 60 calculated attributes, which are utilized by the brand to personalize communication with their customer at every touchpoint.

Customer Habits: This use case is simple but effective. A customer heads into the brand's pub on more than one occasion, ordering a burger every time. This data is then captured, enabling the brand to deliver personalized messaging to this customer centered around its burger menu.

Data Enrichment: Customer location data alongside other factors enable the brand to group customers into different behavioral buckets. This in turns enabled personalized content to be delivered to the customer.

Triggering of Communication: Time spent regarding a customer's last engagement is tracked via a derived attribute to ensure personalized messaging triggers are timely and relevant.

Results.

Every Customer Counts Today. And tomorrow.

Adoption of new MarTech platforms activating cross-channel use cases

Improved consumer experiences, seeing between 5.1% and 10.8% CTR and a reduction in unsubscribes

Offline and online experiences are synced by design, driving both participation and redemption uplifts

> "
> We are extremely proud of what the client has achieved. Overhauling key platforms across multiple business units is no easy feat, and we are delighted with how the transformation has taken shape in the first phase of this program. The collaboration across departments, partners and vendors has been reflected in the great results, which ultimately means that customers are happy and benefitting from the CX program we continue to roll out"

Alex Jacobson, Managing Director UK, Silverbullet