

Case Study

Monetizing Customer Loyalty With Augmented Intelligence for Leading Indian Luxury Retail Company

Challenges Faced

Our client, a leading Indian luxury retailer that manufactures fashion accessories like jewelry, watches, and eyewear, was looking to enhance its customer loyalty strategy and conversion ratios across online and offline channels. For this, the sales team needed a holistic view of the sales performance of the retail stores and a deep-dive analysis of customer loyalty-related metrics.

However, the team was challenged with siloed data residing in multiple locations. The sales leaders were struggling to make real-time decisions to improve engagement strategies for their retail stores, as the existing BI infrastructure was unable to meet the required demand.

The client also faced the following key challenges



The unavailability of an intuitive self-exploratory tool to make sense of complex analysis of retail stores' and existing loyalty metrics



Longer turnaround time was caused due to manual data curation for every business query from multiple sources



Sales leaders found it difficult to design engagement strategies as they were unable to gain a holistic view of data across the customer loyalty metrics

Our client was in search of a self-serve exploratory tool that could conduct on-the-fly advanced analysis to drive customer engagement and create new revenue sources.

Our Solution

Leveraging Lumin, the client was able to effectively conduct deep-dive exploratory analysis on key customer loyalty metrics faster than before.

Lumin also delivered the following benefits to the client

- Lumin provided the ability to query directly on data sets residing in multiple locations in plain English. Thus, allowing the sales team to focus on customer engagement strategies rather than spending time getting data from various sources.
- Lumin's autonomous nudges helped business teams to focus on affected brands/regions and drive proactive sales and customer engagement strategies for retail chains.
- Lumin's advanced analytics algorithms resolved complex queries in real-time, fast-tracking customer engagement strategies with higher growth percentages, conversion ratios, net new customers, and repeat customer sales.

Business Impact

With the help of Lumin, the client was able to reduce the wait time for answers related to the region, store, brand, and other critical dimensions, from weeks to minutes with 90% accuracy. Additionally, timely and trustworthy insights allowed the sales teams to focus on areas that required immediate intervention, enabling them to analyze insights related to non-performing stores, make accurate forecasts, and deliver timely and confident recommendations.

The challenge of sifting through long and tedious BI reports was eliminated with the help of Lumin's intuitive natural language search-based interface and easy visualizations.



Query resolution time reduced from weeks to minutes



90% accuracy achieved in query resolution



>800 retail stores covered to design data-driven customer engagement strategies



Over **2000** unique questions resolved every month

The Fosfor Product Suite is the only end-to-end suite for optimizing all aspects of the data-to-decisions lifecycle. Fosfor helps you make better decisions, ensuring you have the right data in more hands in the fastest time possible. The Fosfor Product Suite is made up of Spectra, a comprehensive DataOps platform; Optic, a data fabric to facilitate data discovery-to-consumption journeys; Refract, a Data Science and MLOps platform; Aspect, a no-code unstructured data processing platform; and Lumin, an augmented analytics platform. Taken together, the Fosfor suite helps businesses discover the hidden value in their data. The Fosfor Data Products Unit is part of LTI, a global technology consulting and digital solutions company with hundreds of clients and operations in 31 countries. For more information, visit [Fosfor.com](https://fosfor.com).