

**OSF** | DIGITAL

HARVEY  
NICHOLS

# BUILDING THE ROADMAP TO SUCCESS BY REVAMPING LOYALTY STRATEGY

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# ABOUT HARVEY NICHOLS

## HARVEY NICHOLS

Since Harvey Nichols first opened in Knightsbridge in 1831, it has led the way in sourcing the most desirable and cutting-edge designer brands. Recognized as the UK's premier luxury fashion retailer, Harvey Nichols is internationally renowned for its expertly edited fashion and beauty merchandise, premium food and wine offerings, and award-winning restaurants.

Harvey Nichols has seven stores within the UK and Ireland, consisting of five large-format stores in London, Edinburgh, Birmingham, Leeds, and Manchester, and two small-format stores in Bristol and Dublin. In addition, their decadent Beauty Bazaar in Liverpool and fabulous franchise stores across the globe in Riyadh, Dubai, Hong Kong, Doha Festival City, and Kuwait are appreciated.

Harvey Nichols stores offer the ultimate fashion experience. Seen as 'the place to be,' Harvey Nichols is the club that doesn't require a membership. Exclusive, niche, and established labels sit alongside accessible everyday collections, offering customers the must-have edit for all their wardrobe needs—from everyday to extraordinary.



# HARVEY NICHOLS' CHALLENGES

Looking to upscale its loyalty strategy

Harvey Nichols operated on an outdated loyalty program. Enactor Loyalty & CRM could no longer support their growth goals. Harvey Nichols wanted to replace the existing loyalty program to drive customer lifetime value, improve retention, increase spending and purchase frequency and engagement, and deliver an improved customer experience. The company wanted to:

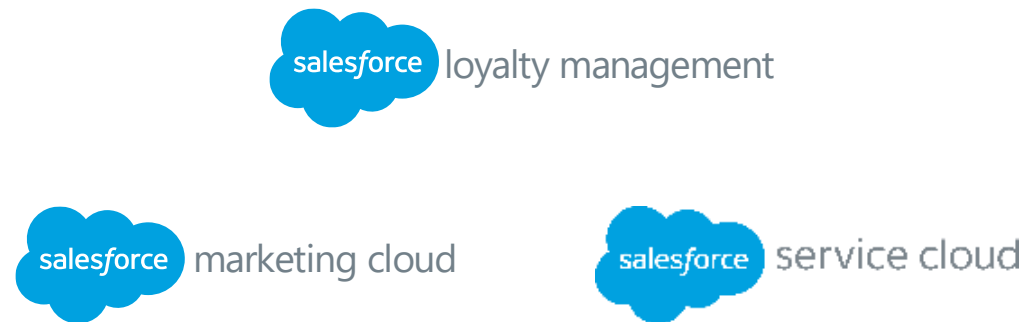
- ✓ Eliminate the one-size-fits-all program they operated and instead offer a next-generation loyalty program to its members that gives them the freedom to create, evolve, and measure. They wanted to provide personalized and engaging loyalty offerings that grow lifetime customer value.
- ✓ Fix reporting issues that limited them in analyzing exactly how the loyalty program was performing. Harvey Nichols was underutilizing data to make informed business decisions and limiting the ROI of the loyalty program.



# OSF'S SOLUTION

Salesforce Loyalty Management implementation

OSF Digital aimed to understand the customer's business goals. By implementing Salesforce Loyalty Management, we helped Harvey Nichols launch a new loyalty program with improved functionality and flexibility.



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## Tech Stack

-  Salesforce Marketing Cloud
-  Salesforce Service Cloud
-  Salesforce Loyalty Management
-  Marketing Cloud Connect
-  MuleSoft

# OSF'S SOLUTION

Reimagined loyalty strategy

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Leveraging Salesforce Loyalty Management, OSF Digital helped Harvey Nichols launch an experiential loyalty program with vouchers, discounts, rewards, and personalized experiences—all with improved functionality and flexibility. We deployed a flexible loyalty platform that empowers them to create unique loyalty programs for their members:

- ✓ Assisted Harvey Nichols to extend their loyalty program in-store and online simultaneously.
- ✓ Empowered Harvey Nichols make the loyalty program interactive.
- ✓ Facilitated loyalty members with a larger pool of benefits to choose from.

## Tech Stack

 Salesforce Marketing Cloud

 Salesforce Service Cloud

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# OSF'S SOLUTION

The loyalty program that rewards clients online and in-stores

The Harvey Nichols Loyalty program consists of 5 levels with different benefits that can be unlocked with level upgrades. The loyalty program is available online (members can receive points for actions, for example, downloading the app) but extends in store as well.

The program goes that extra mile to offer members experiences, not simply benefits. The great thing is that the customer is actively involved, feeling like an important part of the program. The client feels valued with:

- ✓ Free drinks in-store
- ✓ Discounts on beauty and grooming
- ✓ Free standard delivery
- ✓ Kids eating for free
- ✓ Double points on purchases in store
- ✓ Beauty school experience
- ✓ 6-course dinner for a special occasion

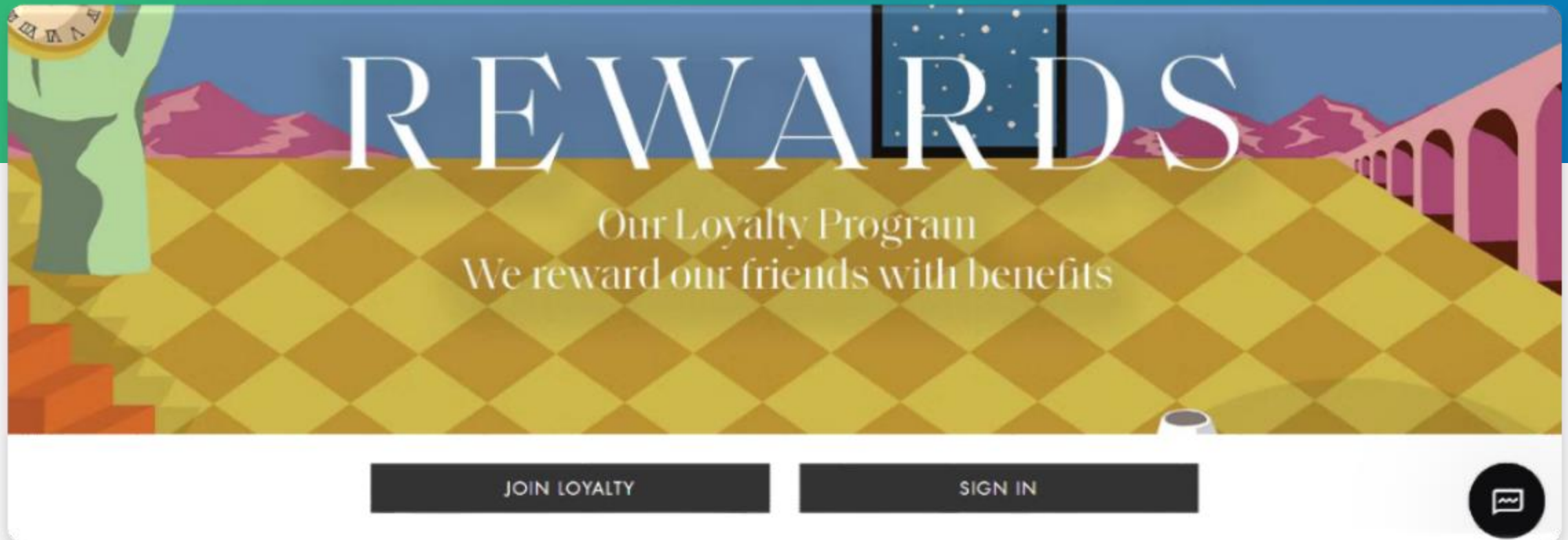


# OSF'S SOLUTION

Launch a new loyalty program

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Points convert to cash rewards for members to redeem on their next online order or in their UK stores.  
The higher their level, the more benefits they get to choose.



# REWARDS

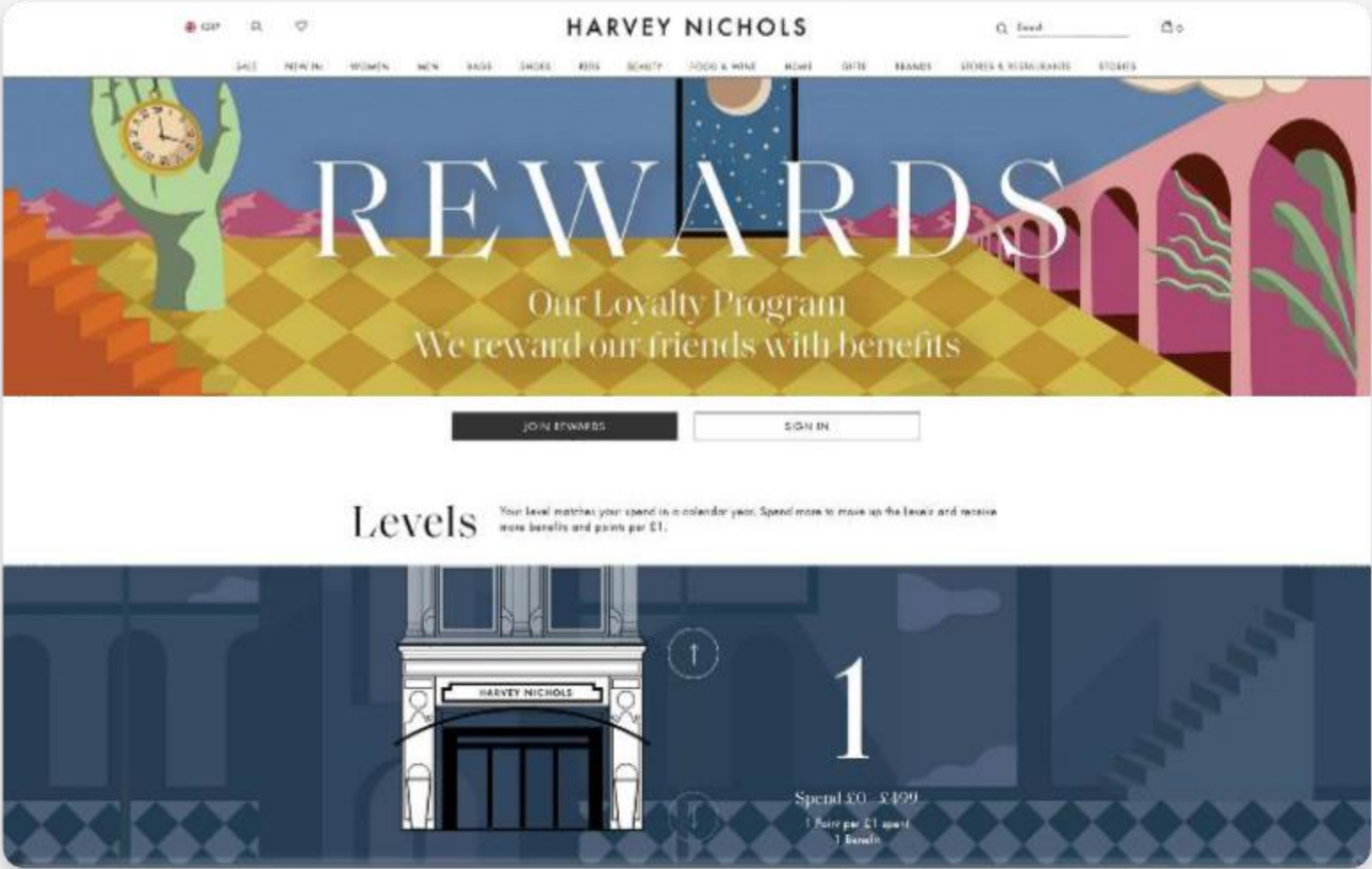
Our Loyalty Program  
We reward our friends with benefits

JOIN LOYALTY

SIGN IN

# OSF'S SOLUTION

Salesforce Loyalty Management implementation



**£0-£499** **LEVEL 1**  
1 point per £1 spent  
1 benefit

**£500-£1999** **LEVEL 2**  
2 points per £1 spent  
2 benefits

**£2000-£4999** **LEVEL 3**  
3 points per £1 spent  
3 benefits

**£5000-£9999** **LEVEL 4**  
4 points per £1 spent  
4 benefits

**+£10,000** **LEVEL 5**  
5 points per £1 spent  
5 benefits

# OSF'S SOLUTION

Enabling Harvey Nichols to deliver the benefits that matter most to members



We implemented custom tiers and tier multipliers for every level of the Harvey Nichols loyalty program.

This functionality allows members to earn **1 point in level 1, 2 points in level 2, 3 points in level 3, and so on, up to level 5.**

**Levels** Your Level matches your spend in a calendar year. Spend more to move up the Levels and receive more benefits and points per CA\$1.95.

Level	Spend Requirement	Earning Rate	Benefits
1	Spend up to CA\$750.00	Earn 1 Point per CA\$1.95 spent	1 Benefit
2	Spend CA\$750.00 or more	2 Points per CA\$1.95 spent	2 Benefits
3	Spend CA\$3,000.00 or more	3 Points per CA\$1.95 spent	3 Benefits
4	Spend CA\$7,500.00 or more	4 Points per CA\$1.95 spent	4 Benefits
5	(Not explicitly defined in the image)	(Not explicitly defined in the image)	(Not explicitly defined in the image)

# OSF'S SOLUTION

VIP experience for clients

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OSF Digital designed the loyalty program to support organic retention by encouraging customers to engage with the brand. Points convert into cash rewards to spend in store and online, as it suits the customer.



10% off HN Food, Wine & Hampers



10% off Beauty & Grooming



Free Standard Delivery



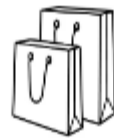
3x Double Points Booster



3x 15% off Fashion Vouchers

## Points

Your points convert into cash rewards to spend in store or online. Build up your balance to spend whenever suits you. There's plenty of ways to earn.



Place an order with us



Dine with us



Engage with us

## FAQs/T&Cs

Recently Asked Questions

HOW DO I BECOME A MEMBER?	+
WHERE DO I FIND MY MEMBER ID?	+
IS THERE A PHYSICAL MEMBERSHIP CARD?	+
CAN I TRADE MY LOYALTY ACCOUNT CURRENCY?	+
CAN I SIGN UP WITH MY HARVEY NICHOLS.COM LOGIN DETAILS (MY HNE)?	+
I AM A HARVEY NICHOLS VTE, HOW DO I PARTICIPATE IN THE LOYALTY PROGRAM?	+
CAN I USE THE LOYALTY PROGRAM IF I'M AN INTERNATIONAL CUSTOMER?	+
CAN I PURCHASE THROUGH THE APP?	+
HOW DO I BURN POINTS?	+
HOW CAN I BURN POINTS ON MY ONLINE PURCHASES?	+
CAN I BURN POINTS IN HARVEY NICHOLS BARS AND RESTAURANTS?	+
CAN I BURN POINTS IF I USE A GIFT VOUCHER OR CASH REWARDS?	+
I MADE A PURCHASE AND NOW WANT TO JOIN YOUR LOYALTY PROGRAM, CAN I RETROSPECTIVELY ADD POINTS TO MY HNE ACCOUNT?	+
WHAT IF I RETURN AN ITEM?	+
WHAT ARE THE DIFFERENT STATES OF POINTS?	+
HOW CAN I CHECK MY BALANCE?	+
HOW SOON WILL MY POINTS BE CREDITED TO MY ACCOUNT AFTER PURCHASE?	+

# OSF'S SOLUTION

360° view of loyalty members

Salesforce Loyalty not only offers great incentives for customers, it also allows Harvey Nichols to keep a close watch on buyers' activity and engagement with the brand. The Loyalty Manager can:

- ✓ See how promotions perform.
- ✓ See the percentage of points issued and redeemed for rewards.
- ✓ Have loyalty member data one click away.
- ✓ See the customer's profile—personal info, enrolment date, points balance, vouchers, benefits, upgrades, and downgrades.
- ✓ Make future decisions on the direction of the loyalty program.

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# OSF'S SOLUTION FOR EASY MANAGEMENT

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Relying on transparency, efficiency, and complete visibility

The brand gains the ability to manage the loyalty program within their existing Salesforce CRM platform while leveraging Marketing Cloud Connect capabilities. Using analytics insights, the loyalty manager can have an accurate overview of how the program is performing.

The screenshot displays the Salesforce interface for a Loyalty Program Member. The top section shows the member's profile for Rosie Daly, with fields for Contact, Account, Loyalty Program (Rewards), Member Status (Active), and Member Type (Individual). Below this, the 'Details' section is expanded to show 'Program Member Detail' with various attributes like Member Type, Contact, Membership Number, Person Email, Enrollment Date, Last Activity Date, Level Progress Percentage, Maximum Number Benefits in Current Tier, and Number of Used Benefits. To the right, a 'Vouchers (4)' table lists four issued vouchers, each for '4x Double Points Boosters' with a value of 1000. Below the vouchers, a 'Transaction Journals (5)' table shows five accrual journals, each for 'Purchase' with a value of 1000. The interface includes standard Salesforce navigation and action buttons like 'Edit', 'Delete', and 'Clone'.

## Salesforce Products Deployed

- ✓ Program Setup
- ✓ Member Administration
- ✓ Benefits Management
- ✓ Voucher Management
- ✓ Loyalty Process Administration
- ✓ Analytics

# RESULTS

## Leveraging the benefits of an intuitive loyalty program, Harvey Nichols is now able to give back to its loyal customers.

- ✓ Upscale its loyalty strategy with a complex loyalty management program that brings transparency, meaningful and outstanding experiences, and AI-driven insights.
- ✓ Manage its own loyalty program to deliver a more personalized experience.
- ✓ Quickly develop additional loyalty benefits to test and improve the loyalty program.
- ✓ Drive ROI on the loyalty program due to a flexible approach to creating benefits and rewards.
- ✓ Improve customer retention.
- ✓ Improve brand visibility with existing customers.
- ✓ Increase customer lifetime value with more spending and purchase frequency that allows for leveling up and earning more points and benefits.
- ✓ Grow revenue by encouraging multiple purchases from customers.
- ✓ Drive engagement and gain more upselling and cross-selling opportunities.
- ✓ Deliver more timely and relevant communication with loyalty program data available through Marketing Cloud Connect.



# RESULTS

We helped Harvey Nichols revamp its loyalty program proposition.

Thanks to our implementation and integration work, Harvey Nichols is now empowered to:

- ✓ End the 'one size fits all' approach to loyalty points and benefits.
- ✓ Stop dictating when customers receive rewards by allowing them to choose the benefits that matter the most.
- ✓ Increase customer spending habits with a tiered reward approach.
- ✓ Enable customers to earn cash rewards with every purchase to spend online, in store, or on selected services.
- ✓ Allow customers to earn rewards simply by engaging with Harvey Nichols (opting to receive email newsletters, downloading the app, and adding your birth date).

**15%**  
**BOOST**

in the frequency  
of spend

**22%**  
**GROWTH**

of ATV

**37%**  
**INCREASE**

reward redemption

# TESTIMONIAL

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In luxury fashion retail, customer engagement is crucial. To forge long-lasting customer loyalty, we needed to ensure that our new loyalty program can deliver personalized experiences with a sense of exclusivity and high-class treatment. OSF Digital's implementation of the Salesforce Loyalty Management solution propelled us one step further toward our goal: to launch a highly-flexible loyalty program that can meet our business needs and exceed our customer expectations. OSF Digital's solution supports us in providing personalized and engaging offerings to our customers, which in turn grows lifetime value. Through our loyalty solution, we gain a holistic view of our customers, empowering us to deliver personalized experiences that weave loyalty into the entire customer experience.

**TOMAS TAUJANSKAS**, Product Owner – Salesforce, Harvey Nichols



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**THANK YOU!**