

OSF | DIGITAL

 **Jean Coutu**

BUILDING ONE-TO-ONE COMMUNICATIONS WITH CUSTOMERS

ABOUT JEAN COUTU

Founded in 1969, the Jean Coutu network is one of the most trusted names in Canadian pharmacy retailing, with 419 franchised stores in Quebec, New Brunswick and Ontario under the banners PJC Jean Coutu, PJC Santé and PJC Santé Beauté. Jean Coutu aims to offer the advantages of a large drugstore chain and the personalized service of a local pharmacist.



JEAN COUTU'S CHALLENGES

Marketing Efforts Limited by a Lack of Actionable Customer Data

The company's mass flyer email wasn't providing relevant offers to customers or driving enough customer engagement. Even though the IT team could access data through their loyalty program partner, the data wasn't being leveraged for marketing communications. The team was missing actionable customer insights. Despite their strong market presence, the pharmacy chain was falling behind a competitor with a strong customer loyalty program.



GENERIC MARKETING

Marketing was limited to standard flyers with no personalization



UNTAPPED DATA

Customer data and insights weren't being leveraged for marketing



GROWING COMPETITION

Company was falling behind a competitor with a strong loyalty program

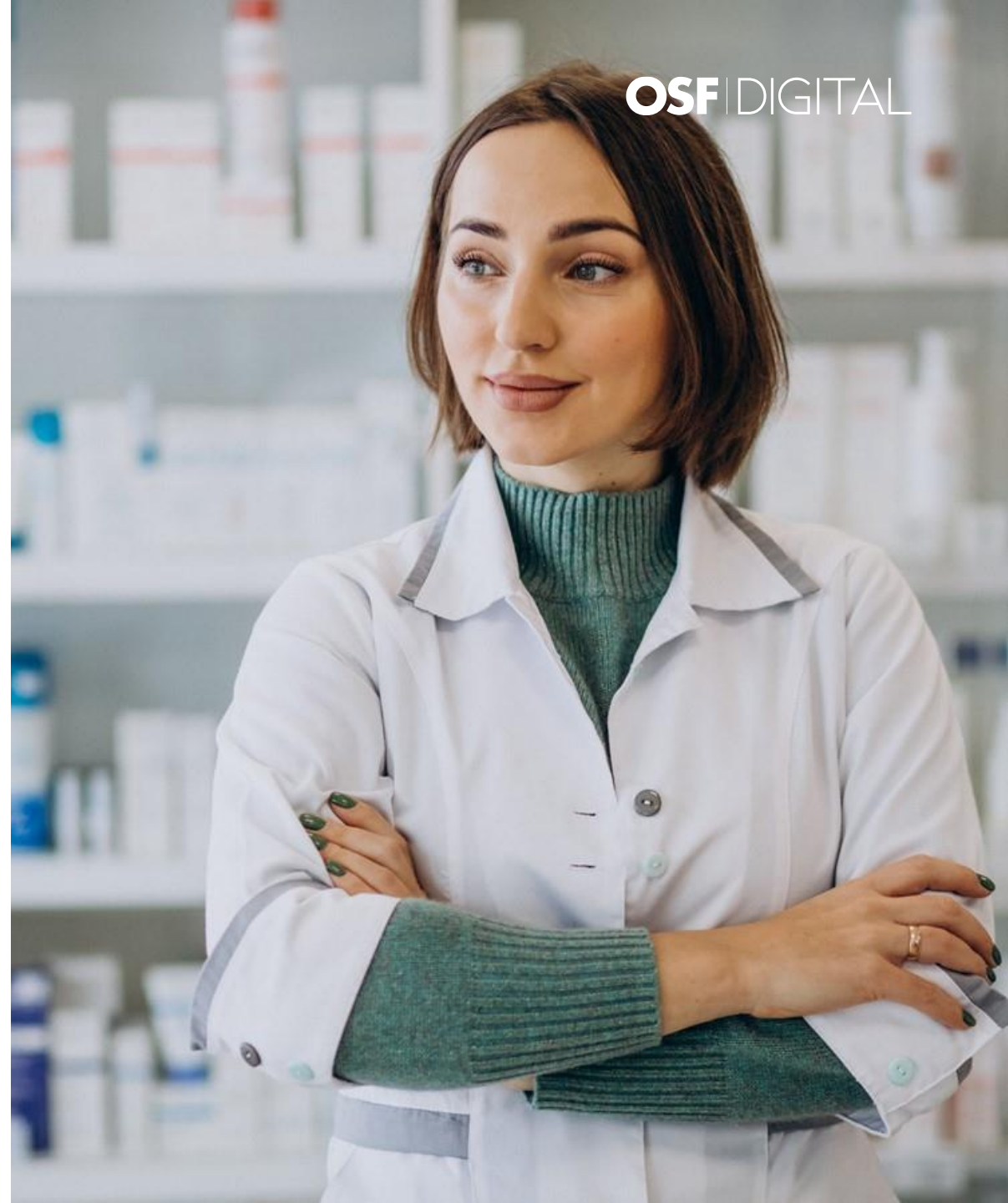


OSF'S SOLUTION

Leveraging Customer Data to Build Personalized Communications



OSF developed a strategic roadmap to move toward a personalized email program based on customer data and delivered through Salesforce Marketing Cloud.



OSF'S SOLUTION

Creating One-to-One Communications for Customers

OSF built a recommendation engine to personalize email product recommendations and content delivered through Salesforce Marketing Cloud



After analysis, OSF developed a strategic roadmap to move from mass communication to segmented communication to **one-to-one email personalization**

Ranked products by leveraging customer data (purchase history, interest, brand attitude, lifestyle) to introduce custom loyalty offers

We built a **recommendation engine** based on the 250+ flyer products featured each week to recommend complementary products to each customer

Created more relevant, personalized editorial content in customer emails, e.g., a customer interested in health and beauty is more likely to engage in content on these topics

RESULTS

Personalized Engagement to Drive an Increase in Sales

Transactional data was mined daily, allowing the marketing team to provide more personalized, relevant offers and content quickly.

+5% Increase in average sales spend of subscribers

MORE customer engagement

HIGHER level of trust from customers

BETTER value from the loyalty program



TESTIMONIAL

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Our Work Through the Eyes of Our Clients



We knew we needed to leverage our customer data and personalize our marketing emails to increase our market share. With OSF, we now have effective communications with customers that drive engagement and sales. We're making better use of our loyalty program, and our customers see us an expert and thought leader because of the relevant content we deliver to their inboxes.



Sara Thivierge

Senior Manager – Loyalty program

Groupe Jean Coutu



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 **Jean Coutu**

THANK YOU!
