

**OSF** | DIGITAL

MARKS & SPENCER

LONDON

**SUPPORTING MARKS & SPENCER'S  
EXPANSION THROUGH OMNICHANNEL  
LOYALTY IN 25 MARKETS**

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# ABOUT MARKS & SPENCER

## MARKS & SPENCER

LONDON

Founded in 1884, the Marks and Spencer Group operates multi-channel retail stores. Through their stores and online, they offer clothing, footwear, beauty care products, home furnishings, accessories, furniture, food, wine, flowers, hampers, and other gifts.

The brand operates 1463 stores worldwide and has enriched its portfolio with banking and energy services. With 80,000 employees and over 32 million customers, Marks & Spencer is positioned as a top-quality retailer.

For 134 years, the brand has always focused on bolder goals. OSF Digital is supporting Marks & Spencer International in achieving one important goal: digital transformation through loyalty.



# MARKS & SPENCER'S CHALLENGES

Nurturing customer relationships as a business growth strategy

Marks & Spencer already relied on a loyalty program in the UK&I (Sparks) but needed a more agile solution to support 25 countries, 6 languages and more than 20 currencies.

1

## Expand loyalty program internationally

Marks & Spencer's loyalty program, Sparks, was developed locally, but the group wanted to roll it out internationally.

2

## Rely on a scalable, robust digital platform

To deploy Sparks globally, Marks & Spencer needed a digital platform that would support their goals.

3

## Go fast to market

The group wanted to enhance the capabilities of the promotion management system as fast as possible

4

## Increase customer retention and drive revenue

The company wanted an enhanced digital platform that boosts customer interactions and fosters loyalty.

5

## Improve operations and grow efficiency

Already relying on Marketing Cloud, Marks & Spencer wanted to leverage automation to optimize flows and personalize marketing campaigns.

# OSF'S SOLUTION

Building more meaningful customer experiences that drive growth

Sparks was developed by hundreds of specialists throughout the years, and the group chose us as the SI for this project. Together with Marks & Spencer, OSF Digital has developed Sparks International conceptually since July 2021. OSF Digital has:

- ✓ **Supported the brand** in setting up the desired loyalty program in detail.
- ✓ **Creating demos** of how the program would look.
- ✓ **Designed Sparks International** and implemented it on Salesforce Loyalty Management (SFLM) to support all the features the brand needed.
- ✓ **Customized** the promotion capabilities of SFLM to respect the Marks & Spencer promotion model with features such as time-sensitive promotions, different cumulative patterns, and offer mechanics.



Salesforce Loyalty Management



# OSF'S SOLUTION

Rewarding loyal customers, boosting ROI, and increasing lifetime value

Upgrading to Sparks International deepens the customer connection by delivering personalized offers based on interests and preferences, as well as other treat offers.

- ✓ **Discounts of 20%** upon joining Sparks.
- ✓ **Exclusive perks** for members (early access to promotions and exclusive discounts).
- ✓ The opportunity to **get orders for free**, with one customer per month receiving a full refund on their shopping cart.
- ✓ **Special treats** to celebrate anniversaries, birthdays, and memorable moments, keeping customers loyal, invested, and excited to be part of the Marks & Spencer experience.

The screenshot displays the OSF Sparks membership benefits page. At the top, the 'SPARKS' logo is centered, followed by the text 'Enjoy treats and rewards when you join Sparks, starting with 20% off'. Below this, four benefit categories are presented in a 2x2 grid, each with a green icon and a brief description:

- Exclusive perks for members:** Represented by a gift icon, with the text 'You'll enjoy insider perks, like early access to promotions and exclusive discounts'.
- The chance to get your order for free:** Represented by a shopping bag icon, with the text 'Each month, one customer will receive a full refund on their order'.
- Personalised offers, just for you:** Represented by a price tag icon, with the text 'You'll receive personalised offers based on the things we know you like'.
- Celebrating the special moments:** Represented by a birthday cake icon, with the text 'On your birthday and Sparks anniversary, we'll send you a special treat'.

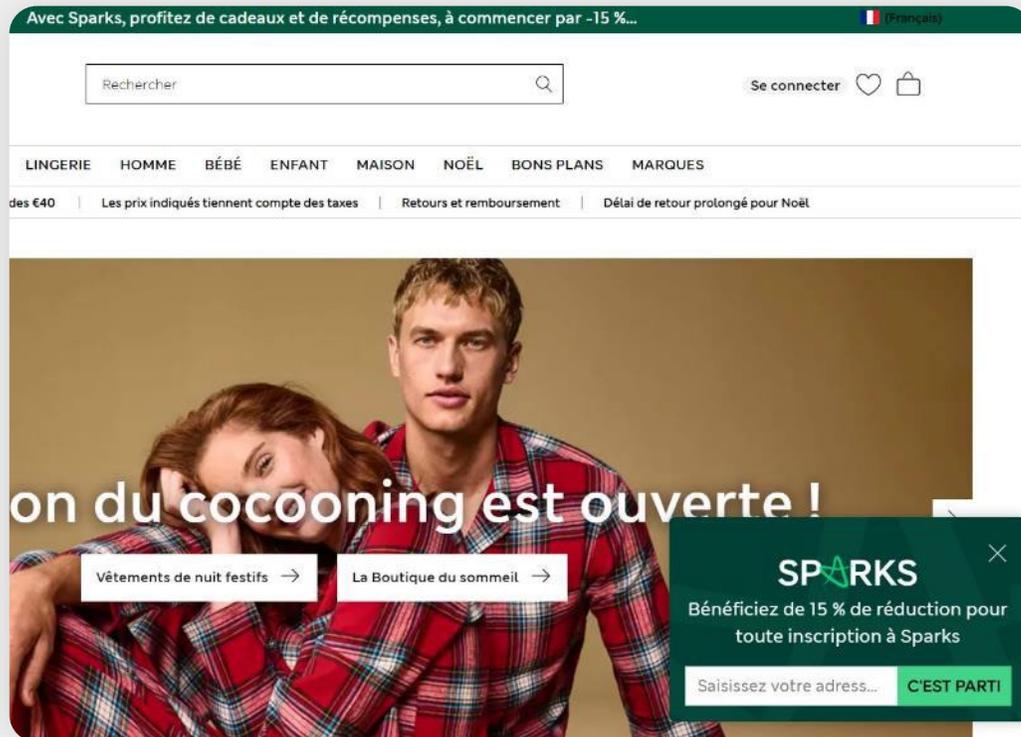
At the bottom of the page, there is a prominent green button labeled 'Upgrade now' and a smaller link labeled 'Find out more'.

# OSF'S SOLUTION

Closer to customers' hearts, a couple of clicks away

Customers can upgrade to Sparks with user-friendly, simple steps.

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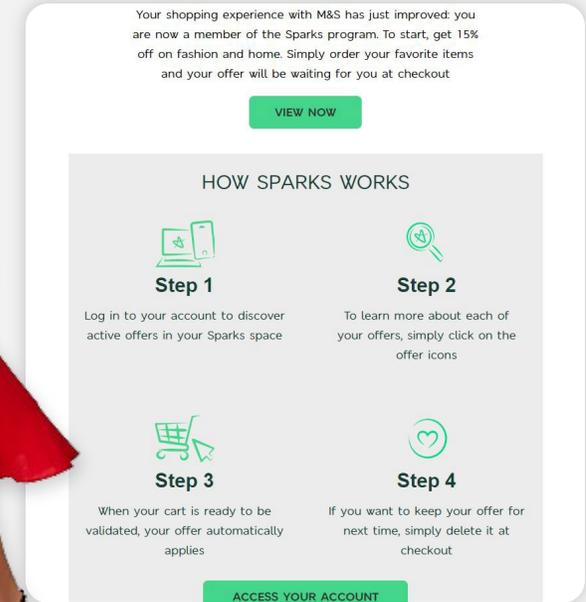
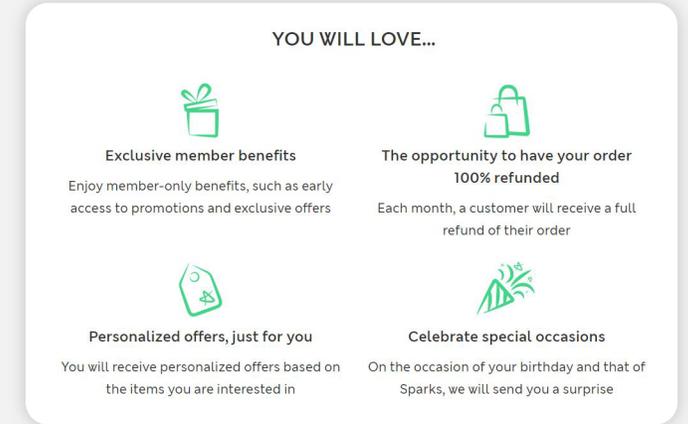
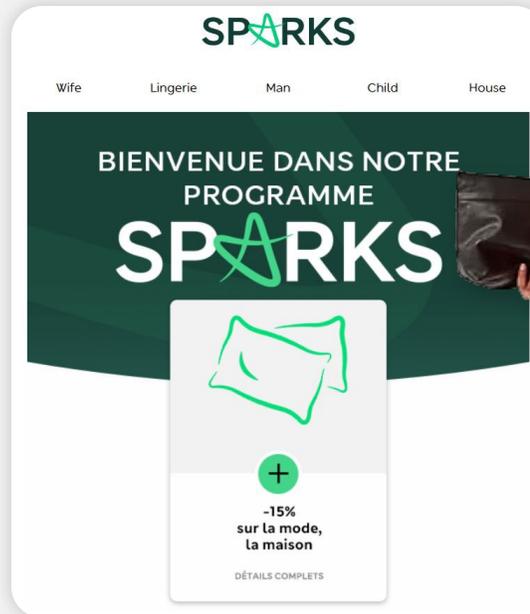
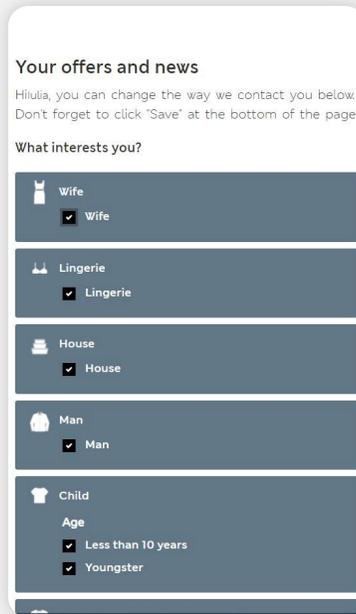
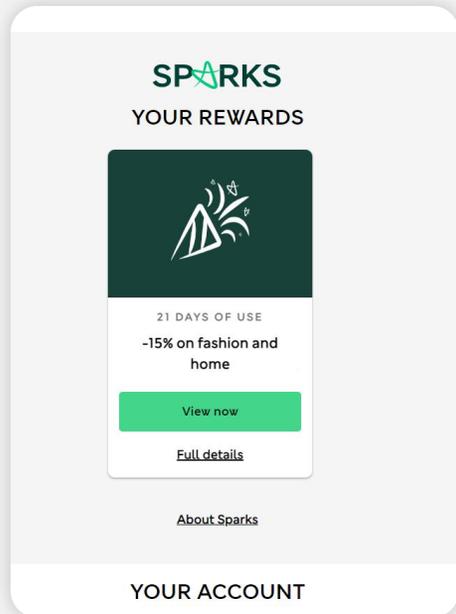
As soon as customers enter the website, they can join the exclusive Sparks rewards club in less than a minute.

# OSF'S SOLUTION

A platform that encourages customer connection

Joining the Marks & Spencer loyalty program is **easy and rewarding**.

Customers feel welcomed as soon as they enter Sparks via the website and email. They can see personalized offers and benefit from special promotions.



# OSF'S SOLUTION

Leveraging all the benefits of being a Spark member

## Welcome Journey

WELCOME TO SPARKS

15% off clothing & homeware

Full Details

Hello Laura,

Shopping at M&S just got even better – you're now a member of Sparks. To start, here's 15% off clothing and homeware. Simply shop the things you love and your offer will be waiting for you at the checkout

SHOP NOW

## Black Friday

SPARKS

Women Lingerie Men Kids Home

YOU'VE GOT EARLY ACCESS

As a Sparks member, you're exclusively invited to shop our Black Friday offer two days before everyone else. Simply click below to take advantage of your early access to 20% off

SHOP NOW

WHERE MEMBERS GET REWARDED FOR SHOPPING

## Birthday

IT'S ALMOST YOUR BIRTHDAY!

We know it's not the big day just yet, but we wanted to celebrate you a little early this year – here's 10% off clothing and homeware on us

SHOP NOW SEE YOUR OFFER

HOW SPARKS WORKS

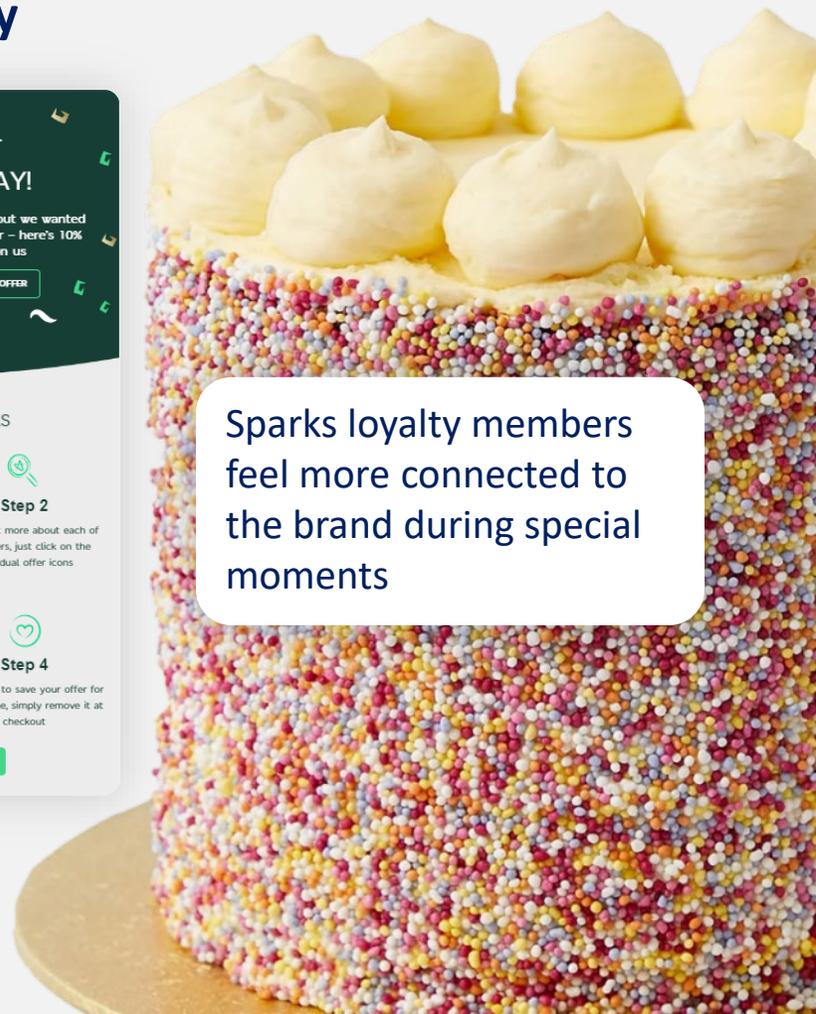
Step 1: Log in to your account to see the active offers on your Sparks account

Step 2: To find out more about each of your offers, just click on the individual offer icons

Step 3: When you're ready to check out, we'll automatically apply your offers to your basket

Step 4: If you want to save your offer for another time, simply remove it at checkout

GO TO YOUR ACCOUNT



Sparks loyalty members feel more connected to the brand during special moments

# OSF'S SOLUTION

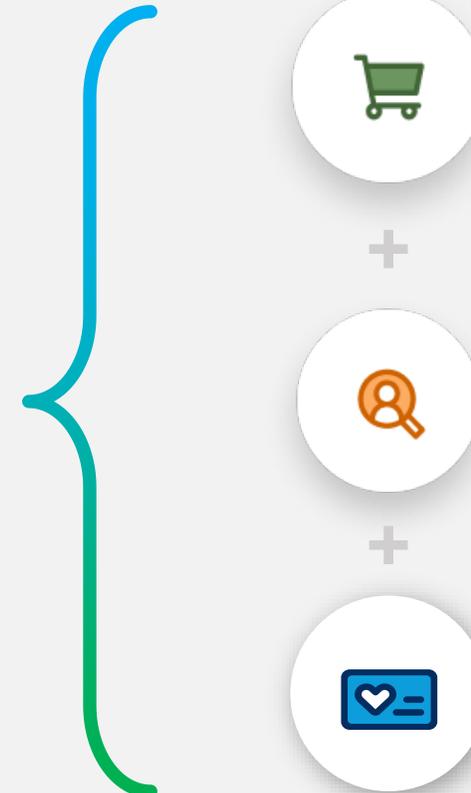
Taking Marks & Spencer one step further toward global expansion

Implementing and integrating **Salesforce Loyalty Management** with Commerce and Marketing Cloud closes the loop toward Customer 360.

The integration with Marketing Cloud prolongs the welcome feeling as the customer is met via email with personalized offers and benefits from special promotions.

Focused on global expansion, OSF Digital's solution for the Marks & Spencer loyalty program allows the brand to enhance their Salesforce stack.

By bringing Salesforce Loyalty Management to join Salesforce Commerce and Marketing Clouds, the group enhances the already available promotion management capabilities. The brand can rely on an improved SaaS platform with 360° customer data, including loyalty information.



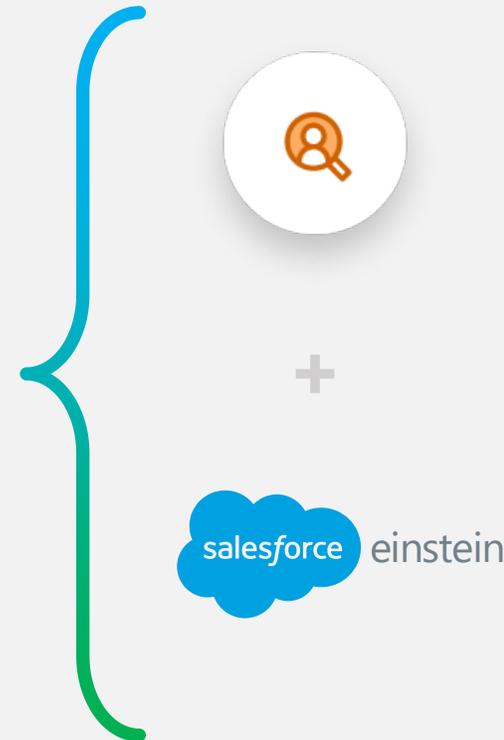
# OSF'S SOLUTION

Creating a shared marketing strategy to ensure unified messaging and branding

To support Marks & Spencer's efforts in delivering customer-centric experiences, our partnership continues with Managed Services, empowering Marks & Spencer to rely on a data-driven approach with intelligent marketing.

Our team performed a **Marketing Cloud** health check-up, creating a roadmap of compelling initiatives that bring quick wins and directly impact revenue generation:

- Enhancing **Salesforce Marketing Cloud Engagement** to improve email creation processes and database engagement.
- Enabling **Einstein** recommendations to deliver personalized customer journeys and optimize marketing campaigns for targeted audiences.



Set to synchronize:

**50K**  
subscribers

**425K**  
loyalty  
members

# OSF'S SOLUTION

Seamlessly integrating Sparks with Marks & Spencer's ecosystem

To provide a state-of-the-art shopping experience, OSF Digital handled the integration of Salesforce Loyalty Management with the following third-party technologies.



## Planning Inc. - Unilyze

For their loyalty program, this tool is used by marketers to create segments/audiences for the loyalty program promotions. Those segments are then fed into Salesforce Loyalty Management so that the customers can be associated with promotions.



## Marks & Spencer's internal Data Warehouse/Analytical system

allows the brand to extract better reports and insights. Salesforce Loyalty Management integrates the new loyalty and promotional data into the internal system, and the group benefits from data analysis capabilities.

Coordinate with Marks & Spencer to ensure seamless integration of the Marketing Solution with third-party applications for daily send-out of:

- Customer information.
- Email response rate.
- Subscriber info.



# OSF'S SOLUTION

## An ambitious rollout for Sparks International

OSF Digital created the Sparks solution in less than one year and deployed it in 4 months. We supported Marks & Spencer in implementing their **dream loyalty program** in **25 countries**, **6 languages**, and more than **20 currencies** by the end of 2022.

Marks & Spencer chose **Salesforce Loyalty Management** for their international expansion and **OSF Digital** as an SI. Sparks International will have the same technical structure for all regions and countries where the brand operates. OSF Digital implemented and integrated the Sparks International loyalty program in three phases:



# OSF'S FUTURE PLANS WITH MARKS & SPENCER

Marks & Spencer continue their journey, taking loyalty to the next level by surpassing one-dimensional discounts

The success of the Loyalty Management implementation can be attested to as we move forward to Omnichannel Loyalty with a kick-off in June 2023. The Omnichannel Loyalty pilot will be deployed in 2024.

1

Extending Marks & Spencer's Loyalty Management solution to unify data across multiple channels across the operation.

2

Integrating the loyalty platform with Marks & Spencer's Salesforce Commerce Cloud, Marketing Cloud, and POS systems for a single view of online and offline data.

3

Tailoring Marks & Spencer Loyalty Management solution for every country set for deployment.



# OSF'S FUTURE PLANS WITH MARKS & SPENCER

Fully leveraging customer lifecycle journeys for improved marketing strategies

Supporting Marks & Spencer to extract valuable insights from their customer database to improve segmentation and personalization for tailored marketing campaigns.

**Enabling seamless collaboration, consistent branding, and targeted marketing efforts, OSF will:**

**2 business units**  
International and internal flagship



Establish clear guidelines for campaign planning, execution, and reporting to maximize efficiency and effectiveness.

Launch a reporting and analytics framework within Marketing Cloud to track and measure campaign performance in both business units.

Share our best practices to ensure better workflows without sacrificing data security; defining solutions to:

- Eliminate inactive subscribers.
- Improve automation.
- Upgrade SEO practices.

Enable Einstein to:

- Generate predictive models based on commercial data.
- Test multiple campaigns.
- Identify the best content for their audiences.

# RESULTS

Gaining better performance and supporting the brand's digital expansion

With Salesforce Loyalty Management in place, KPI reports, dashboards, and strategic actions can be defined to influence the desired outcome. Marks & Spencer benefits from many functionalities:

- ✓ **Higher** engagement between the brand and the customer.
- ✓ **Increased** revenue due to loyalty benefits and the superior customer experience offered.
- ✓ **Profound** understanding of local and global customer insights and trends.
- ✓ **Deeper** understanding of customer behavior and spending habits.
- ✓ **Boosted** customer satisfaction.
- ✓ **Growing** sales with savings in the economy of scale.
- ✓ **Time and energy savings together with connected data** due to the standardization of the international loyalty programs under a centralized team.
- ✓ **Coordinated marketing automation** efforts, avoiding duplication, and ensuring a seamless customer experience.
- ✓ **Optimized marketing campaigns** and personalized journeys, resulting to more leads.



# RESULTS

Through our work, Marks & Spencer gets a complete view of customer data, preferences, and interests, across online channels and in-store:

With Omnichannel Loyalty and connected Commerce and Marketing, Marks & Spencer is set to deliver a more sophisticated and customer-driven experience across various channels.

- ✓ Sparks Omnichannel enriches journeys as customers become more engaged and incentivized.
- ✓ The company can also collect data for brand awareness.
- ✓ We can already notice an ascending trend in revenue with a 2% increase.

Marks & Spencer exceeded their target for new sign up to Sparks by

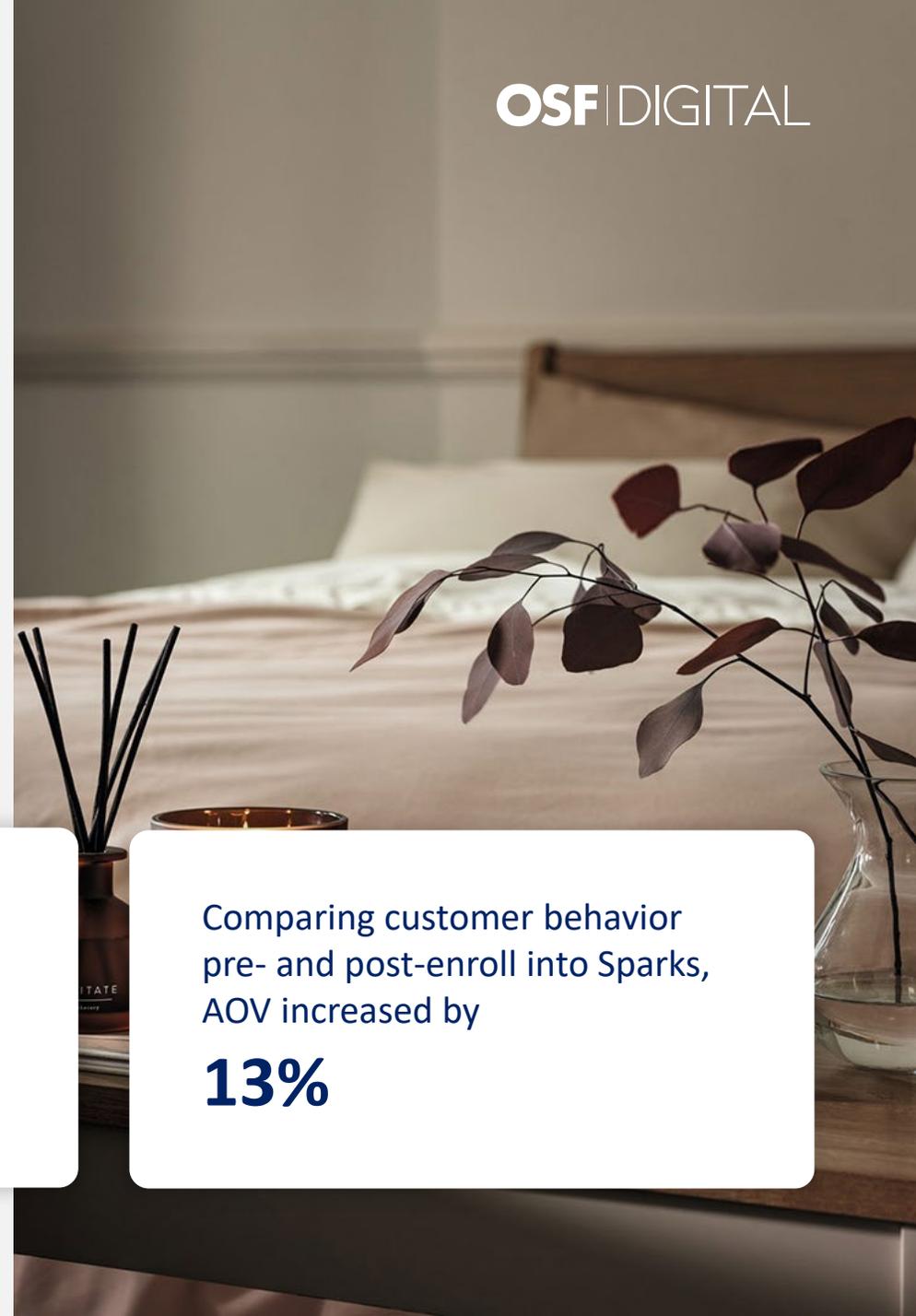
**89%**

From the launch of the program, sales penetration for the Sparks members increased by

**46%**

Comparing customer behavior pre- and post-enroll into Sparks, AOV increased by

**13%**



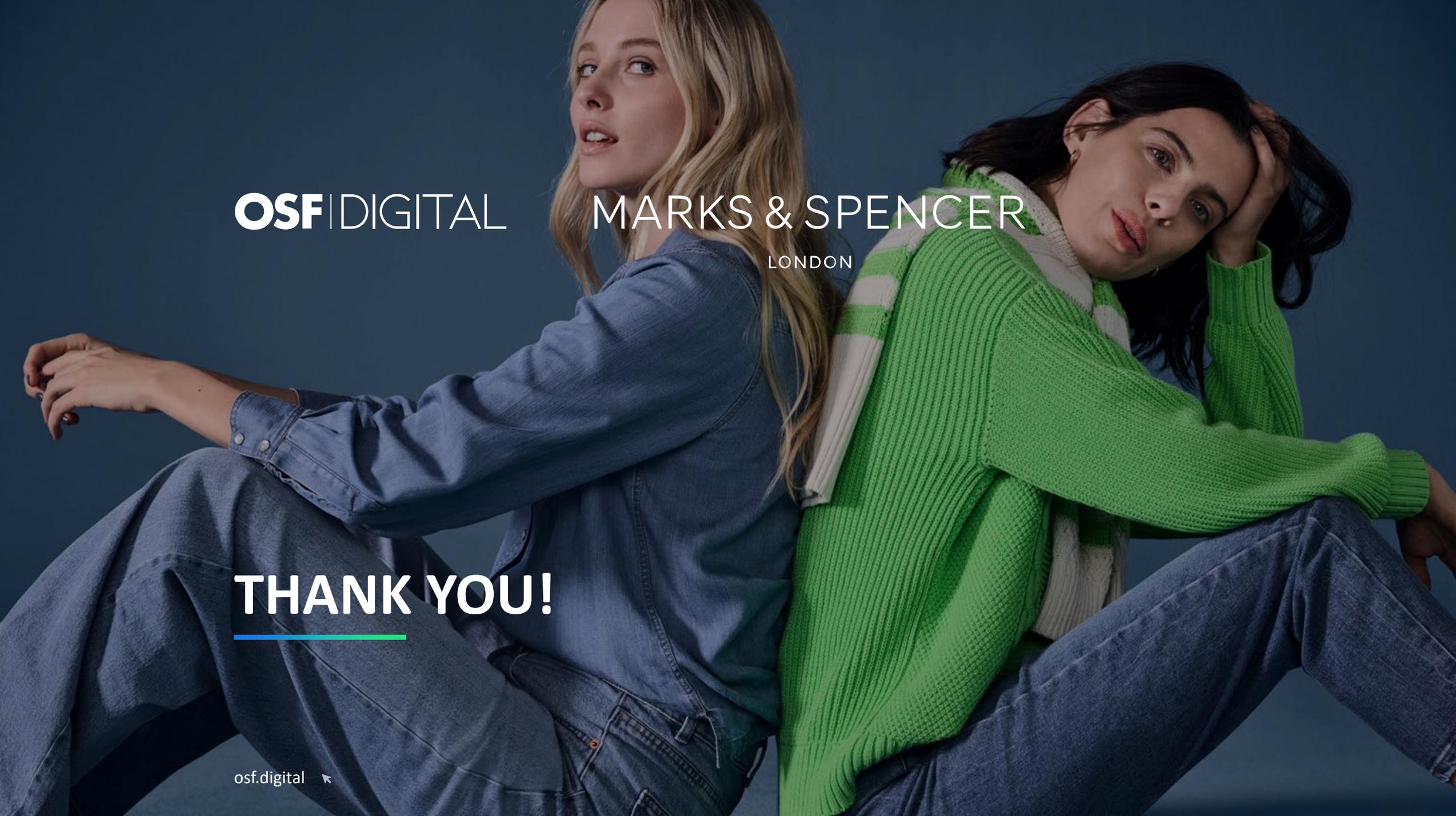
# TESTIMONIAL

Our work through the eyes of our clients

Working with OSF doesn't just feel like working with a partner, it feels like we are working as one team. We've had open, constructive discussions. They were always available to contact, quick to respond, and had honest timelines. They've been flexible, knowledgeable, and worked at pace. We love working with OSF so far. They really feel like extended members of the team. Their enthusiasm is infectious, and we love that they are always up for a challenge! Thank you so much, OSF team; we couldn't have done this without you!

**MARIE-LOUISE LORD**, Senior CRM & Loyalty Manager (International) at Marks & Spencer



A photograph of two women sitting back-to-back against a dark blue background. The woman on the left has long blonde hair and is wearing a blue denim shirt and blue jeans. The woman on the right has dark hair and is wearing a bright green ribbed sweater and blue jeans. The text 'OSF | DIGITAL' is overlaid on the left side of the image.

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**THANK YOU!**

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