



OSF | DIGITAL **schuh**

STRENGTHENING CUSTOMER RELATIONSHIPS WITH A LOYALTY PROGRAM

ABOUT SCHUH

schuh is a footwear retailer operating 123 stores in the United Kingdom and Ireland.

The company is predominantly a branded shoe stockist, selling over 80 brands, including Converse, Vans, UGG, Nike, Adidas as well as its own schuh label.



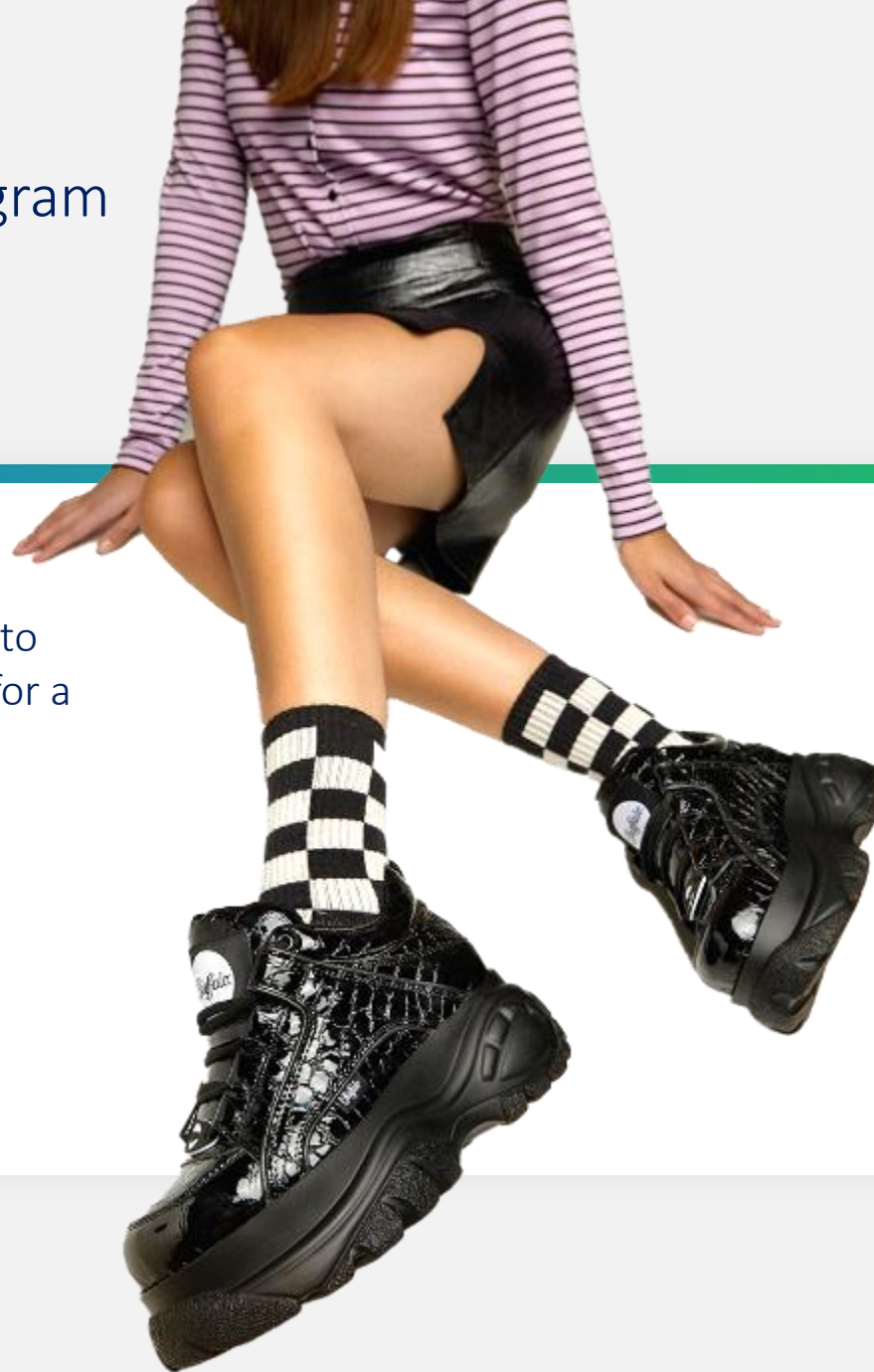
SCHUH'S CHALLENGES

Looking to Integrate a Loyalty Program

Wishing to drive customer lifetime value, retention and engagement, schuh wanted to launch a loyalty program and was looking for a solution that would:

- Perfectly integrate with the company's existing commerce landscape
- Enable loyalty-related messaging and service for their customers

The company needed help defining a loyalty program capable of meeting their needs without disrupting their entire technology ecosystem.



OSF'S SOLUTION

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Demonstrating the Potential of a
Salesforce Loyalty Solution



Demonstrated the capabilities of a Salesforce loyalty solution and how they fit with schuh's requirements



Developed the use cases for the loyalty program



Illustrated how the Salesforce loyalty solution will integrate with schuh's existing Salesforce infrastructure



Created processes to ensure that implementation would be delivered on time and within budget



OSF'S SOLUTION

Salesforce Loyalty Management

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Implemented Salesforce
Loyalty Management

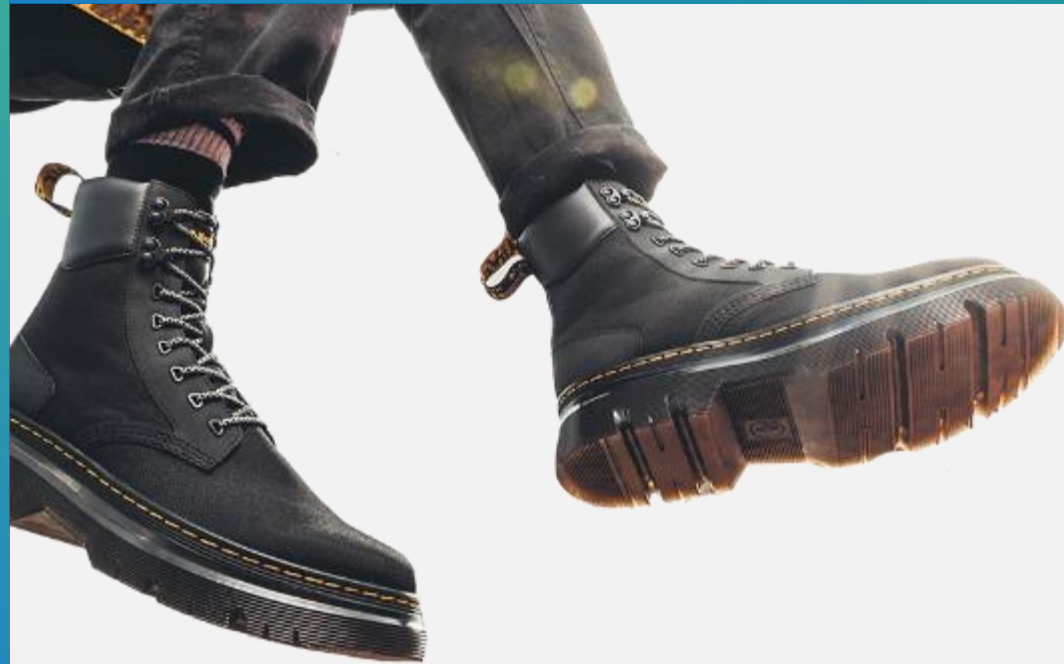


This is the first Salesforce Loyalty Management
implementation project delivered globally!

RESULTS

Leveraging the Benefits of a Loyalty Program

schuh has launched a loyalty program that will help them:



- Deliver an exceptional experience
- Drive customer lifetime value
- Increase revenue and profitability
- Improve customer retention
- Use the insights generated from the loyalty program to drive spending and purchase frequency

TESTIMONIAL

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Our Work Through The Eyes Of Our Clients

We are continually reviewing our customer offering and a loyalty programme had been front of mind for some time.

We needed a solution that would help drive our customer lifetime value, retention, engagement and allow us to deliver even better experiences for our customers across stores and online.

It was important for us to give our customers even more reasons to spend their hard-earned money with schuh and to reward them each time they do. Outside of the customer-centric requirements, we needed a solution to integrate seamlessly with our existing ecosystem and OSF helped us deliver this. The entire team has been impressed with OSF throughout this process, ranging from their expertise, communication and speed.

Paula Nicola

Head of CRM, schuh





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THANK YOU!