

CASE STUDY KOTSOVOLOS



ΚΟΤΣΟΒΟΛΟΣ



KOTSOVOLOS EFFICIENTLY MANAGE THE VAST AMOUNTS OF DATA TO INCREASE SALES

Industry

Retail

Customer Profile

Kotsovolos is Greece's leading specialist electrical retailer. Having started as a simple store in Athens in 1950, is now member of the Dixons Cardphone group, employing over 42.000 in 11 countries

Challenge

Challenge was to analyze an enormous amount of data to better understand consumer behavior, segment and target specific audiences for various products to achieve cross selling and increase sales revenue.

Solution

Entersoft CRM®

Benefits

- One system that can give full details for a client (360 View)
- Real-time interactive Segmentation builder allows quick and easy analysis of sales data
- Major increase in targeted campaigns
- Easy to use for the end user
- New clients & transactions (items, coupons, sales transactions, web site visitors etc) are automatically import to the CRM solution from every store
- Significant increase in cross selling products to specific audiences

“Entersoft CRM has been the core platform we use to streamline day-to-day Sales and Customer Care operations. With its Segmentation Tools we analyze millions of transactional data acquired by our Retail Systems, target segments of our customer base and run marketing campaigns. It provides us with customer insight as well as operational efficiency to support our sales growth. It has been a valuable investment with significant ROI to us”

*Leonidas Athanasiou
Chief Technology Officer, Dixons South-East Europe AEVE*

Company

KOTSOVOLOS is a leading electrical and electronics chain, operating in Greece since 1950. The company specializes in sales of electrical and electronic products, such as large and small household appliances, audio and video equipment, computers, photographic equipment and telecommunications products. KOTSOVOLOS is a member of the European group of Dixons Carphone, one of the top selling electrical appliances and mobile products, employing over 42,000 workers in 11 countries. The company's network consists of 94 physical stores in various regions in Greece.

Challenge

In the modern retail market, the digital communication with customers is constantly gaining ground. At the same time, it constitutes a primary factor which adds value to the profile of each company and gives multiple opportunities to sales.

However, in an organisation that has to manage millions of customers and transactions on a daily basis, many challenges can appear that are not feasible to be covered by using traditional solutions, techniques and means. What is required is the capability of communication with common content of thousands of customers, as well as tailored approach in each case separately. In other words, communication has to be controlled, targeted, consistent and, mainly, measurable.

KOTSOVOLOS has in its database around 5.6 million customers, daily operates 46 million transactions, while at the same time 26 million documents are being created. As a consequence, a vast amount of data and a great deal of information is being generated. The challenge was to analyze this enormous amount of data to better understand consumer behavior, segment and target specific audiences for various products to achieve cross selling and increase sales revenue.

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Solution

The solution which was provided by Entersoft CRM, in conjunction with the embedded Segmentation and Business Intelligence tools, took over the management of an extensive amount of data. The installation process of the platform began in May 2012 and despite the complexity of the project, particularly at a technical level, was delivered in full operation in just 12 months.

The Marketing department took over the commercial exploitation of data. The users of the department, after a short training of using the platform, could now have an important ally in their communication. Especially for this project, the team of Entersoft created a unique "generating scenarios" mechanism by using thousands of information related to the profile and habits of each customer.

During the first three years of operation, the mechanism created more than 1000 models, which were used in the fully personalised communication with the customers. Users can easily create, update and enhance existing models to segment the customer base using many demographic, geographic, sales behaviour and many other criteria.

All this performed through a real-time graphical interface and results in dynamic customer segments ready input for the Marketing campaign subsystem. These marketing campaigns are performed either by the internal call center or via email and SMS providers to which Entersoft CRM seamlessly integrates.

Benefits

The organisation has at its disposal a central CRM with a complete 360 view of each customer. Using the emerged information and the support of the generated models, groups of customers can be contacted with targeted campaigns, based on specific criteria that leads to significant increased response.

Furthermore, the data update and the addition of new elements are made with few clicks, even from excel files, highlighting the easy way of using the platform. This is possible from each store separately so that the management can have direct information about the profile of each customer at any sales point among the 94 ones in the Greek region.

Entersoft CRM Monitoring Indicators



Customers



Responses



Coupons



Response Rate



Transactions



Segmentation Models



Campaigns



ROI