



M&S

EST. 1884



**For a loyalty program that counts 7 years,
success is undeniable.**

WHAT M&S HAS TO SAY

“Understanding what customers need is one of the main challenges companies are currently facing. Today, through QIVOS’ tailor-made platform, we can organize our database, manage our customers and communicate with them through targeted marketing activities. Via SMS and email, we have the luxury of tailor-made communication with our customers. In other words, we can inform a specific group about a specific offer or product that would be of interest to them, based on the qualitative data we have collected.

QIVOS’ proposal offered custom-made solutions for M&S’s needs, helping us approach our customers and develop our business in innovative ways. Their methodology eased our way in increasing and retaining our database and enhanced our customers’ satisfaction. Our collaboration resulted in a thorough customer evaluation; a series of valuable information that helped us improve our services and reduce our costs.

Through QIVOS, M&S has managed to respond to all the above challenges. Having great experience in this field, it has managed to gather all the crucial and necessary information in one place, whereas other companies have a scattered source of information in different departments of their company, resulting in not being able to use it to its full potential”.

- M&S

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Case Study

SUMMARY

Keeping customers loyal for a long period is the most challenging part when implementing a loyalty program. It takes careful examination and strategic design of the program and its initiatives to achieve this goal. The long-term project we have proposed to **M&S** took under consideration all key factors that play important roles in retaining customers. This led to an ongoing 7-year long loyalty program with impressive results.

M&S' Profile

Marks & Spencer is one of the leading retail brands in the UK. With an international presence in more than 50 markets across Europe, the Middle East, and Asia, it has over 1,000 stores.

In Greece, Marks & Spencer opened their first store in 1990 and, today, it has 27 stores across the country (e.g., Athens, Thessaloniki, Rhodes, Corfu, Crete, Patra, etc.).

International presence in more than 50 markets

Over 1000 stores worldwide

Over 27 stores in Greece

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WHAT M&S NEEDED

What M&S needed was to create strong and meaningful relationships with its customers and provide personalized services. The overall aim was to design and implement different types of campaigns that will enhance customer loyalty and increase the Customer Lifetime Value (CLV).

GOALS

Create long-term customer loyalty

Increase the retention rate

Increase Customer Lifetime Value

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THE CHALLENGES

The main challenges the company faced were:



- **Personalization**
Customers did not receive targeted information regarding products and offers.



- **Cost**
A large amount of direct mail did not reach its intended recipients – waste of money.



- **Campaign execution**
The SMS, email and direct mail delivery were not targeted based on customers' behavior.



- **Customer engagement**
The old loyalty scheme did not provide strong incentives to the customers to turn them into M&S loyalty members. This resulted in limiting customer's engagement with the brand.

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QIVOS SOLUTION

To meet the above needs, we used our [loyalty strategy solution](#) that defines the loyalty program and describes with clarity and detail its specifications, requirements, and processes. Finally, it checks and ensures its profitability for the organization.

QIVOS had to cover all the necessary steps, from the definition of the loyalty strategy and analysis of big data to technical implementation and campaign management execution. The loyalty program that was designed, implemented and proposed by QIVOS to cover the needs of Marks & Spencer is called **“M&S” Bonus Card** and is a point-based program initiated in 2010.

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THE METHODOLOGY

QIVOS implemented the loyalty program based on [QIVOS CLOUD platform](#). Our platform fully covered the needs of the company and was launched very quickly. We linked all 27 POS and offered customers the option of online registration for the M&S Bonus Card by creating and supporting the M&S Bonus Card micro-site.

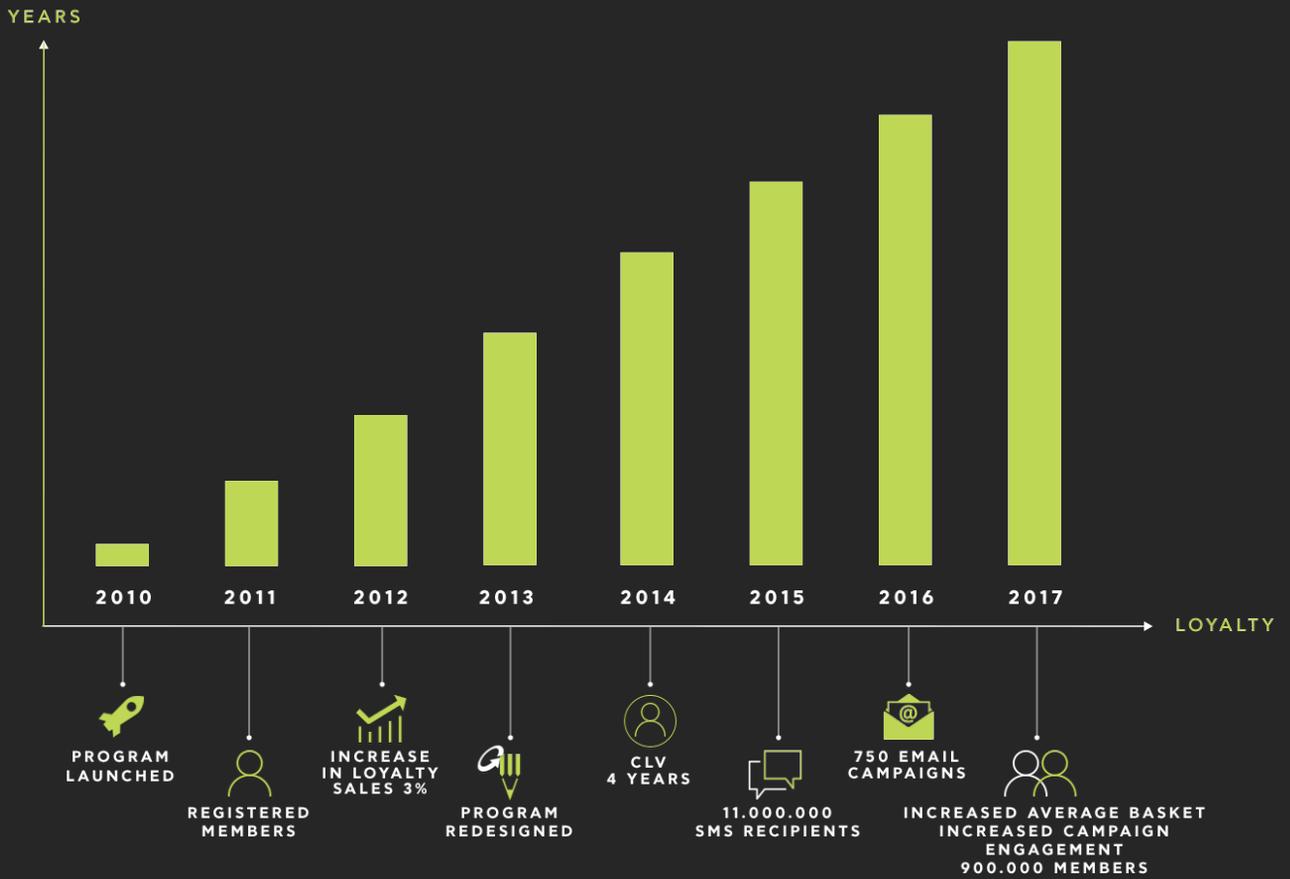
Apart from the 7-year long loyalty program, this project has demonstrated repetitively great retention rates year over year. To make this happen, QIVOS used creativity to build up **enhanced customer experiences, better customer service**, and **more personalized customer journeys**.

QIVOS undertook the full management of this project, which includes:

- [Loyalty strategy](#)
- [Loyalty program implementation](#)
- [Micro-site creation](#)
- [Hosting and management](#)
- [Data quality management](#)
- [Customer operations services](#)
- [Campaign management strategy](#)



RESULTS





ABOUT QIVOS

QIVOS is a marketing technology agency that delivers successful end-to-end customer loyalty management through unified commerce. Based on its expertise in customer experience strategies and tailor-made technology solutions, QIVOS helps brands build unique long-term relationships with their customers.

CONTACT US

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