



Digisperts Technology Company Limited

# Transforming Customer Retention and Sales

How we generated \$150,000 in sales within 24 hours for  
our retail partner

Presented By:

Harvey. A

Presented To:

Josiah. B



Digisperts Technology Company Limited

# Agenda



## Topics Covered

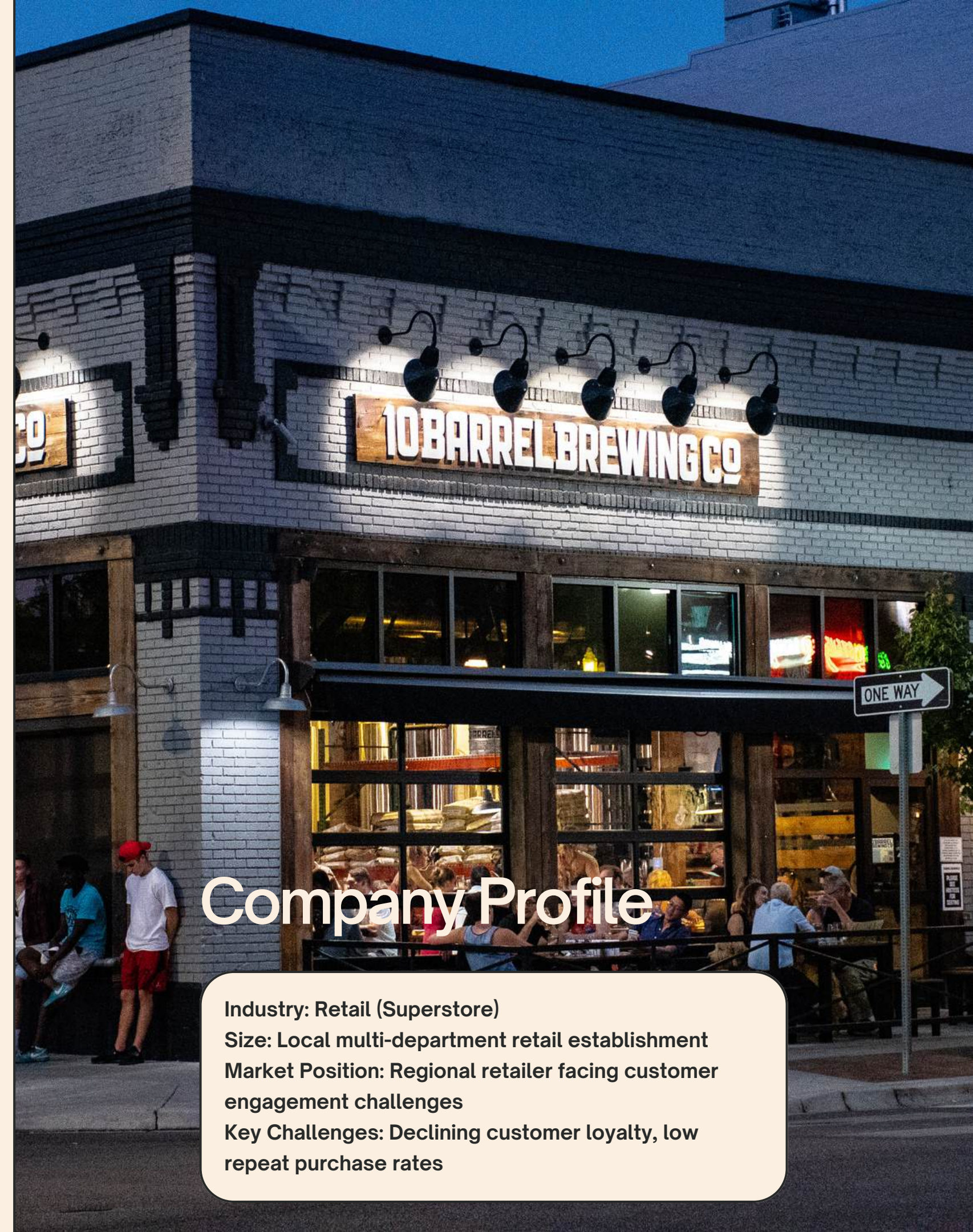
3	Executive Summary	15	Key Metrics
4	Challenges and Objectives	17	Implementation Roadmap
5	Insight & Initial Assessment		
6	Scope Approach		
7	Solution Design		
13	Measurable Outcome		



Digisperts Technology Company Limited

# Executive Summary

- A mid-sized retailer, faced a persistent challenge—customers rarely returned after their first purchase. Despite offering quality products, they struggled to establish long-term relationships with their clientele.
- This issue significantly hindered their growth and revenue potential. The store reached out to Digisperts Technology Company, seeking a sustainable solution to boost customer retention, enhance sales, and create a scalable model for profitability



## Company Profile

Industry: Retail (Superstore)

Size: Local multi-department retail establishment

Market Position: Regional retailer facing customer engagement challenges

Key Challenges: Declining customer loyalty, low repeat purchase rates



# Challenges & Objectives



## *Customer Retention*

- Understanding why customers weren't returning and devising strategies to address this.

## *Sales Growth*

- Driving immediate and consistent sales while ensuring long-term profitability.



# Insight & *Initial Assessment*

*Through thorough analysis, we identified gaps in (Super Store Name)'s processes:*

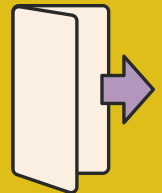
- Lack of a structured way to collect customer data.
- Minimal engagement post-purchase, leading to a weak brand connection.
- No promotional strategies to incentivize repeat visits.

*After interviewing the team and examining their operations, we proposed a funnel-based customer engagement strategy that would not only boost sales but also lay the foundation for a robust customer relationship management (CRM) system.*



### Analysis and Insight Gathering

- Conducted interviews with the store's team to understand processes and challenges.
- Identified gaps in customer engagement and sales strategies.



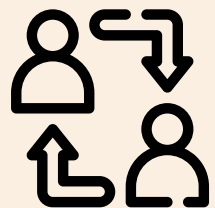
### Solution Design and Implementation

- Created a funnel to collect customer data using QR codes and incentives.
- Organized a promotional sales event to drive customer traffic and engagement.
- Integrated a CRM system to enable personalized communication with customers.



### Promotional Strategy Execution

- Designed a city-wide flyer campaign to boost visibility.
- Placed QR codes at strategic locations in-store to maximize participation.



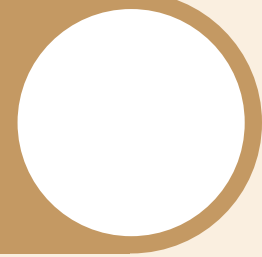
### Long-Term Relationship Building

- Sent personalized birthday greetings, special offers, and flash sales notifications using the collected data.
- Ensured scalability by using cost-effective and easy-to-maintain software solutions.

# Scope and Approach

# Solution Design

# Path



**Customer-centric data  
collection strategy**



**Low-friction  
engagement model**

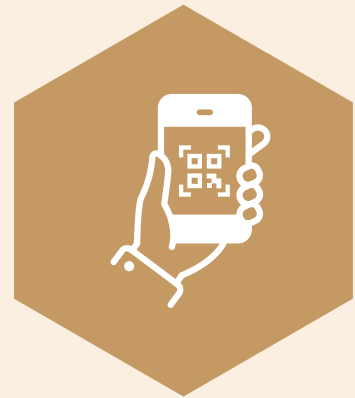


**Immediate value  
proposition for  
customers**



# Building a Customer Data Collection Funnel

1



## QR Code

Using a QR code strategically placed around the store—on the door, shelves with top-selling products, and promotional posters.



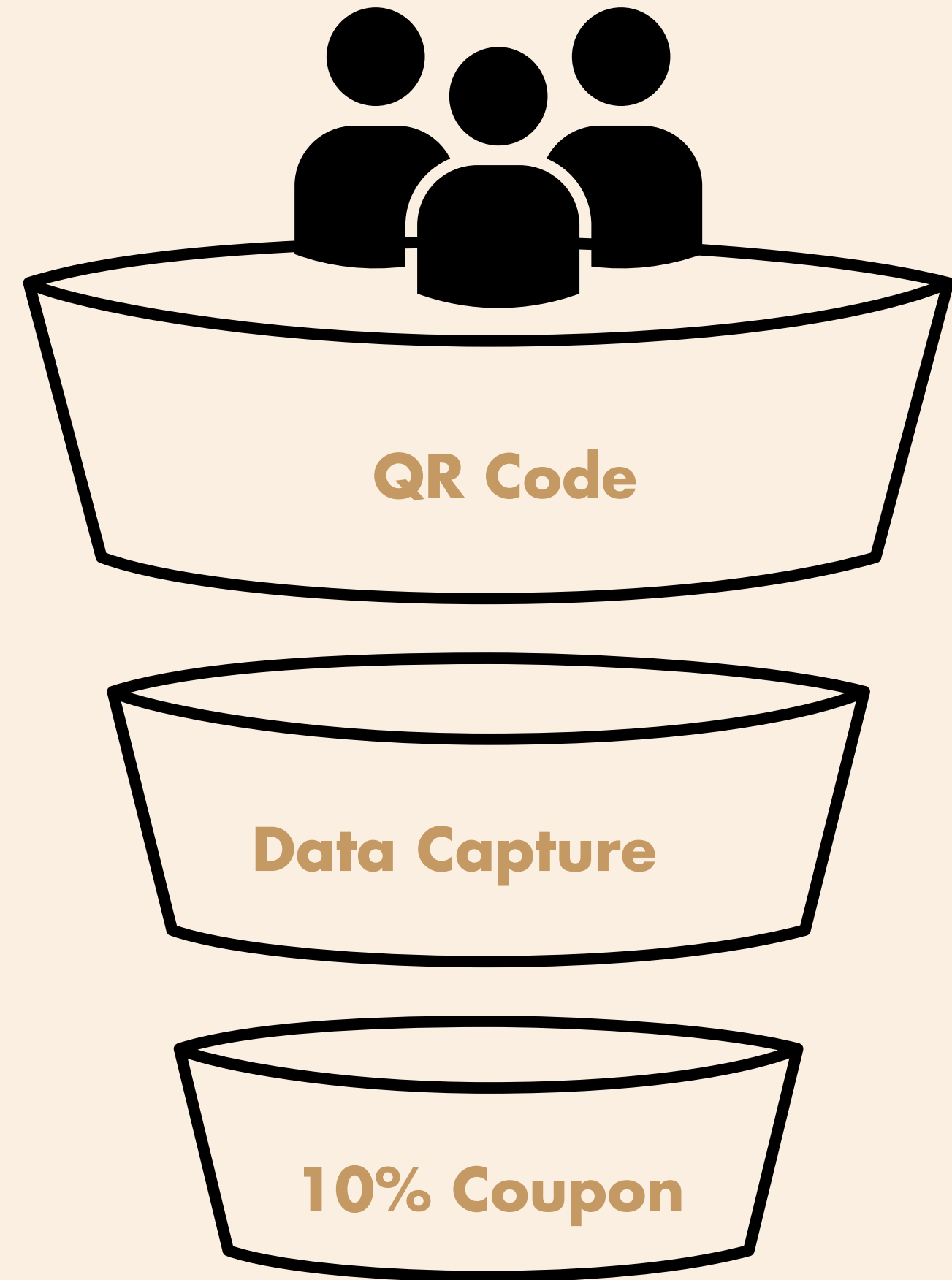
## Data Capture

Name, phone number, email address, birthday, and address.



## Incentive

Customers were offered a 10% discount on the first product they picked.



### **Organized a Special Sales Day**

A high-visibility event, supported by citywide flyer distribution and in-store advertising.



### **Created Hype**

Social media teasers and SMS broadcasts ensured anticipation

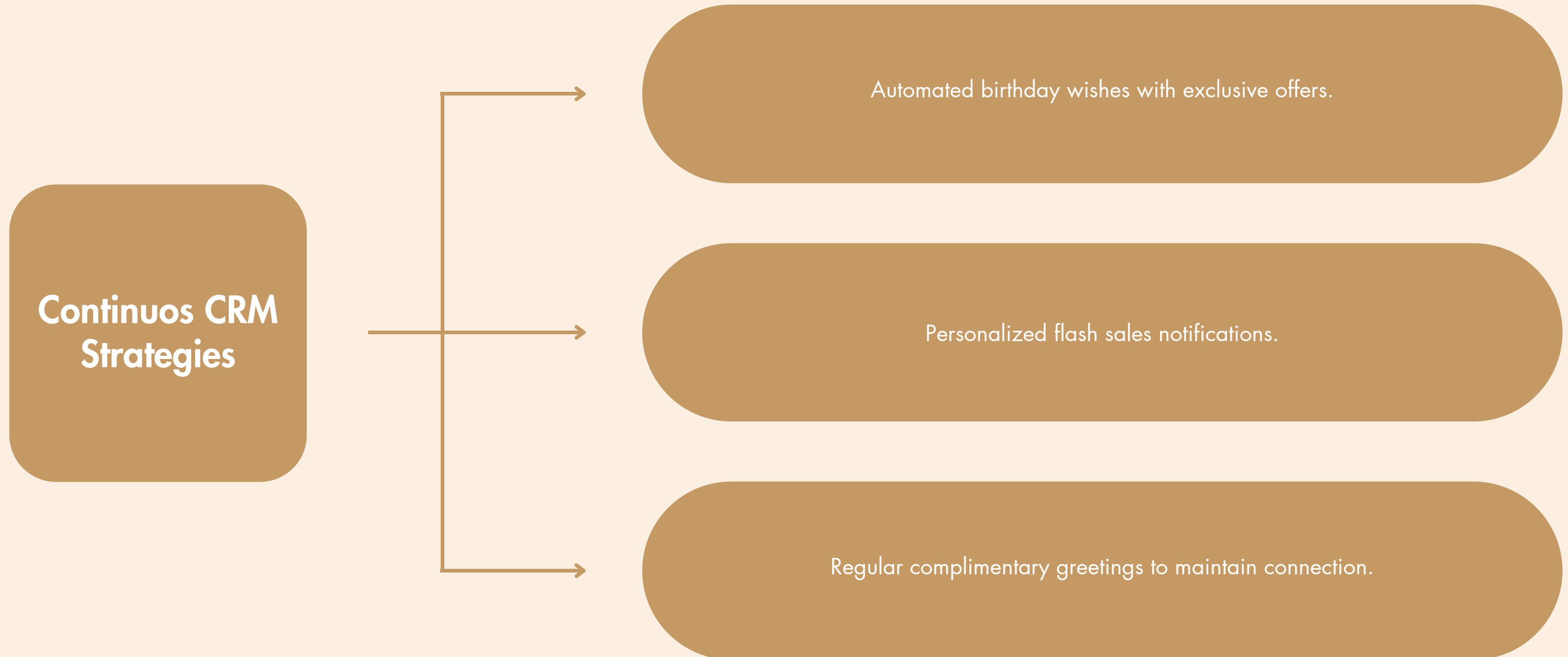




# Integration of CRM Strategies

3

The collected data became the foundation for ongoing customer engagement:



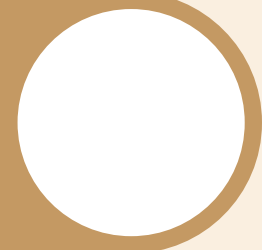
Automated birthday wishes with exclusive offers.

All solutions—data capture tools, CRM software, and promotional platforms—were chosen for their affordability and ease of use, ensuring long-term feasibility for the store.



# Measurable Outcomes

# Results measured



## Immediate Impact

Record-Breaking Sales Day: The Special Sales Day saw over \$100,000 in sales, the highest in the store's history.

Customer Excitement: High-value products, previously deemed expensive, were snapped up with the 10% discount.

## Long-Term Benefits

Sustainability: Tools and strategies were cost-effective and scalable, ensuring the store could maintain momentum without excessive overhead.

Customer Loyalty: Birthday messages and exclusive flash sales strengthened emotional connections with the brand.

## 6-Month Growth

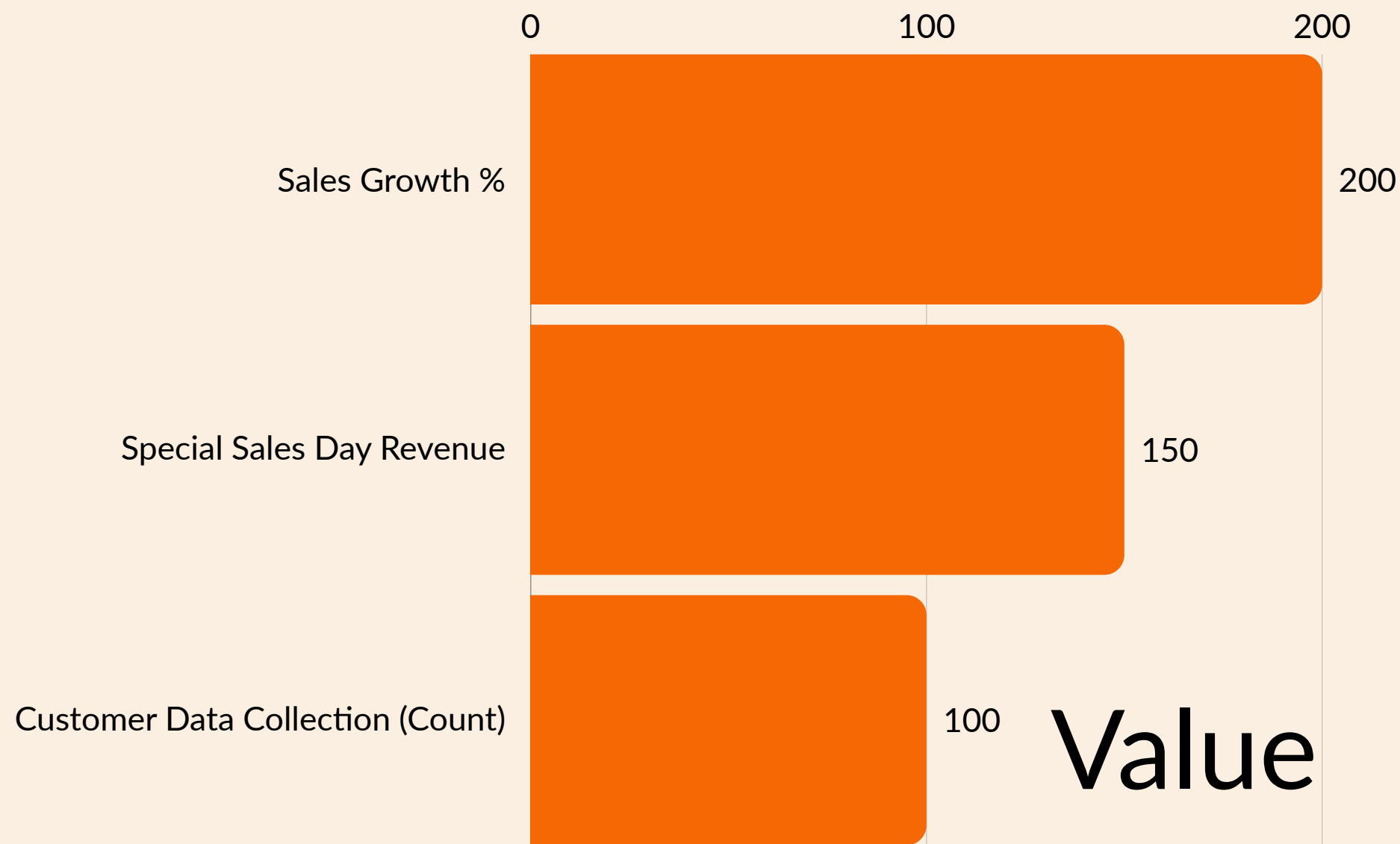
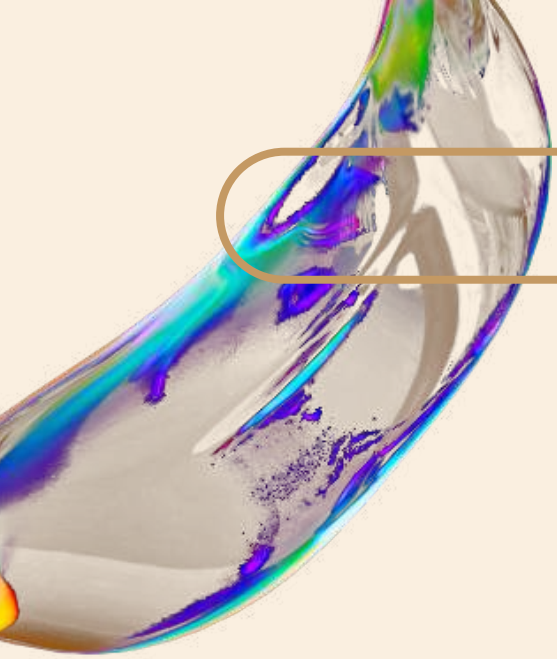
200% Increase in Revenue: Monthly sales doubled within six months of implementing the strategy.

Enhanced Customer Retention: Repeat visits surged as personalized engagement became a store hallmark.

CRM Database Creation: A robust database was built, empowering future marketing campaigns.



# Key Metrics



# TRACTION

This matrix provides a snapshot of various success metrics, including Special Sales Revenue Growth, 6 Months Growth and Customer Data Collection Growth

500% Increase in Data Collection

150% Increase for a Single Day says

200% 6 Months Sales Growth





# IMPLEMENTATION ROADMAP



## Week 1 - 2

Diagnostic and planning phase

## Week 2 - 4

Technology and strategy development:

## Week 5

Implementation and initial rollout

## Ongoing

Continuous optimization

---

### Technical Implementataion

- QR code generation and placement
- Custom data collection interface
- Integration with existing point-of-sale systems
- CRM platform setup for data management

### Change Management

- Staff training on new engagement strategy
- Clear communication of customer benefits
- Alignment of team around new customer-centric approach

# Reach out to us for any questions.



Email

[info@digisperts.com](mailto:info@digisperts.com)

Instagram

[@digisperts](https://www.instagram.com/digisperts)

Website

<https://www.digisperts.com>