

# Making CRM and Customer Journey Management Simple!

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**Antony Smith**

GALA CORAL  
GROUP

# Bit About Me and Gala Coral...

Head of CRM for Gala Coral Group

- 10m customers
- 4 core brands
- 4 channels
- 1950 retail venues
- 4 key websites
- 3 call centres



Worked with



THE BODY SHOP.



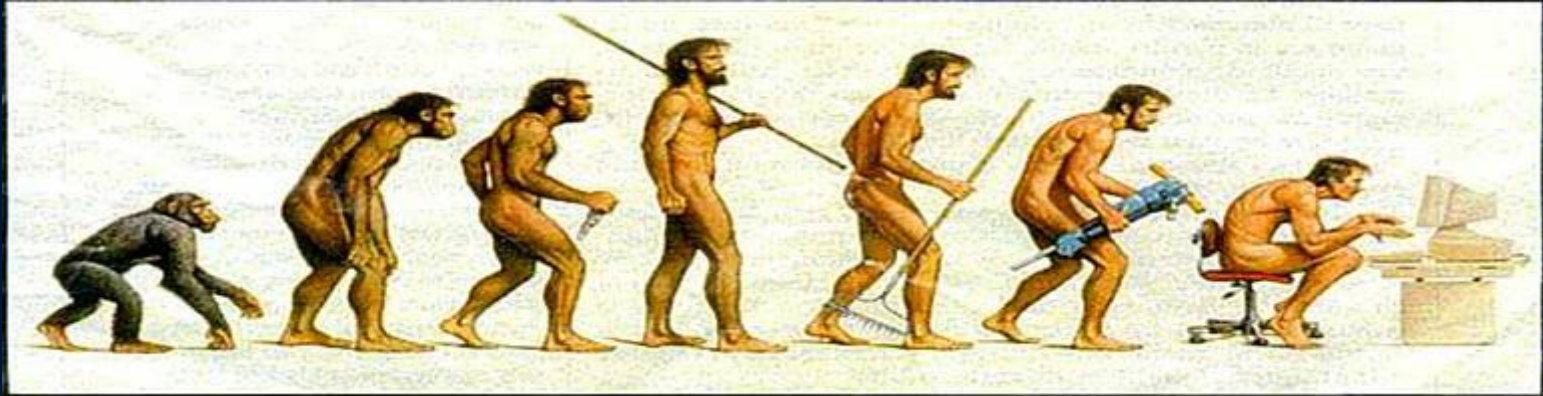
**Interflora**  
the flower experts™

**JESSOPS**

# Today...

- Evolution of CRM – have we become too smart?
- How Gala Coral went back to basics
- How Gala Coral are getting the most from technology

# Evolution of CRM and impact of technology



Mass Marketing  
One Size Fits All



Ability to deliver  
bespoke 1-2-1



# Technology has Enabled...

- Unlimited data management and manipulation
- Real time dialogue and customer empowerment
- An understanding of current and predictive behaviour
- “Qualification of customer worth”
- Competitive Edge and PROFIT



# However....

**Have we lost sight of the objectives  
and benefits of CRM?**

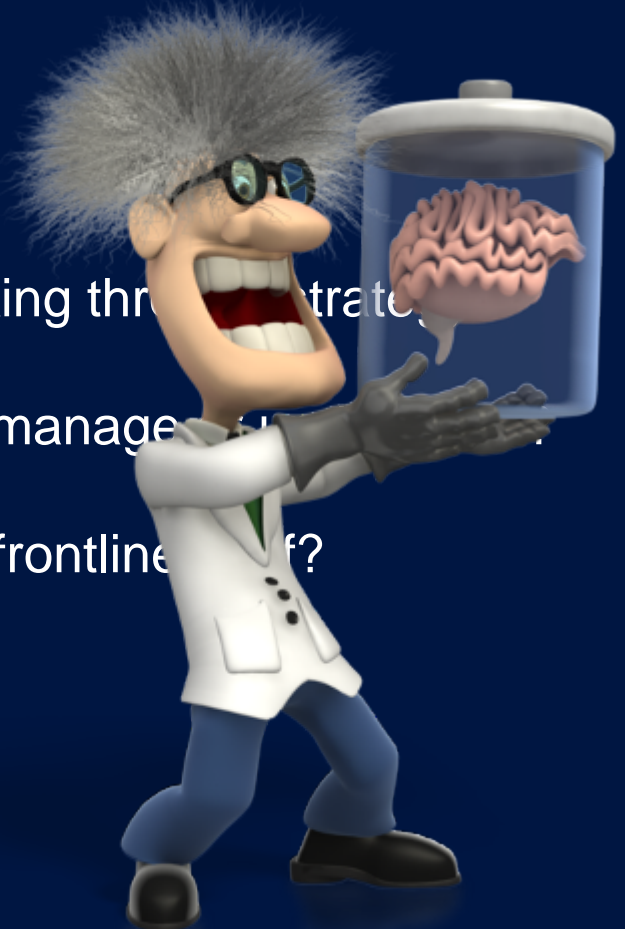
How many of us have:

Rushed to test a new database without thinking through the strategy

Built campaigns that are too complicated to manage and execute

Lost hearts and minds of boardroom and or frontlines staff?

**JUST BECAUSE YOU CAN.....**



# Gala Coral CRM Challenges 2 years ago

- Too much data, not enough insight!
- No single view of customer
- Multiple teams across multiple sites and often conflicting strategies
- VC ownership dictating pace and demands on ROI
- Thousands of communications every month – none or limited ROI analysis
- Organisation full of “marketers” and “CRM *Experts*” at every level
- NO MARKETING DATABASE!



**Where to start?**



# At the beginning....!

## Approach...

- Established the case for change
- Agreed a clear vision for CRM and loyalty
- Simplified, focused and gave the business something to stand behind!
- Implemented “6 Step”
- Knew where we wanted to go – before we got there!
- Didn't stand still



# Case for Change

- CRM tactics had grown beyond control
- Too many triggers – not enough clear targets!
- Plenty of marketing budget – badly spent!
- Local empowerment was killing our SCV
- Multiple stakeholders across group meant:
  - Need to simplify the communication of CRM
  - Consistency of reporting across group / channels

# Clarity of Vision:

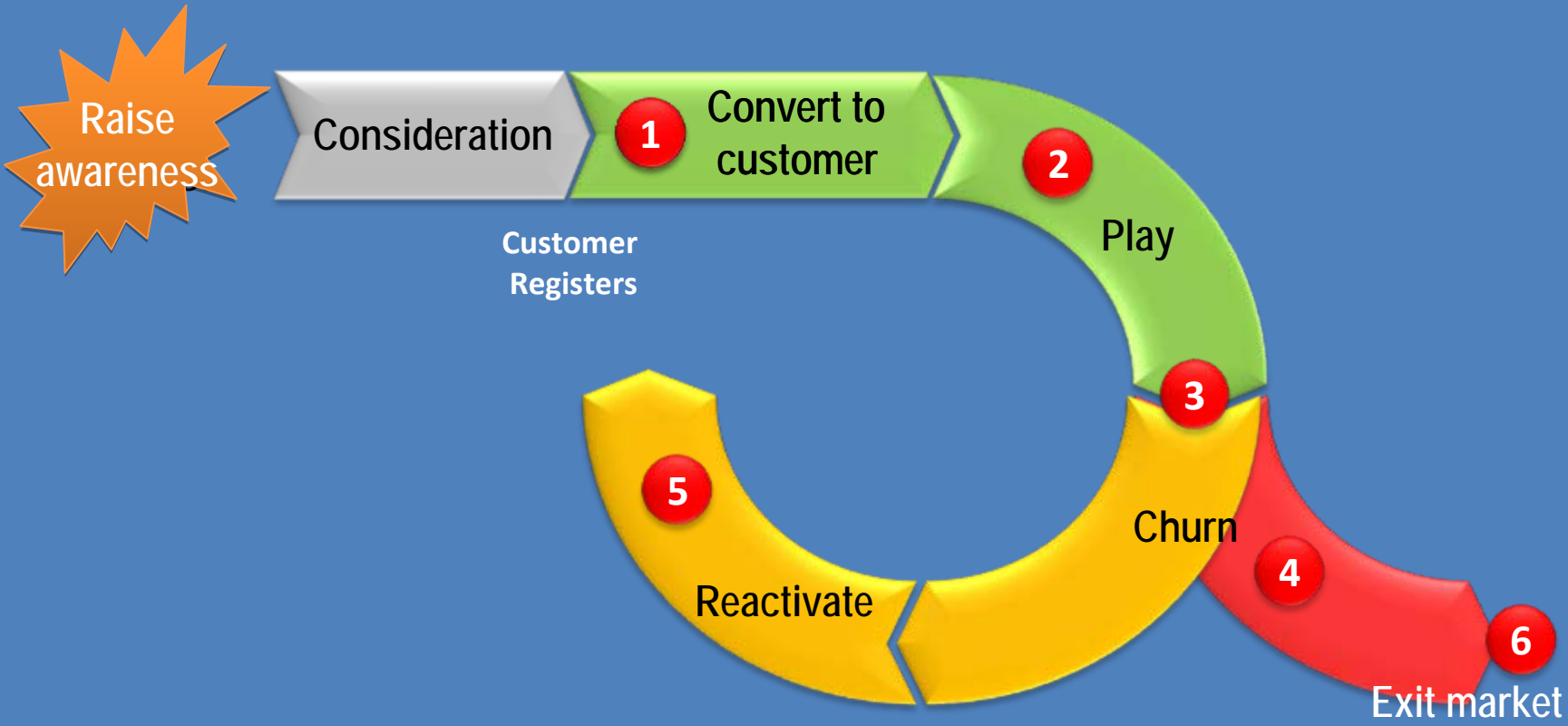
**Bloody Simple, targeted PROFITABLE customer management delivered at the **right time** at the **right price** to the **right customer**, with the **right message** and the **right offer**!**

**That above all delivers:**

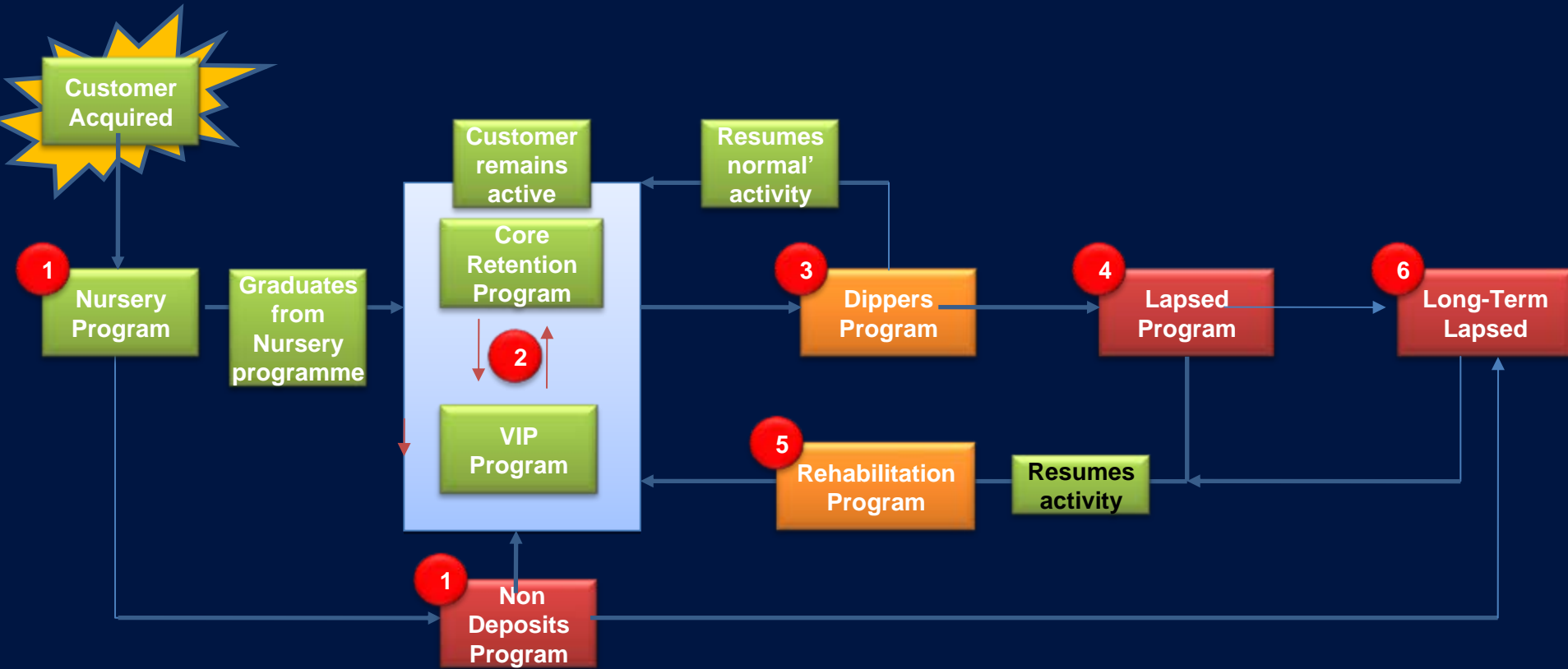
**Profitable, Scalable and Sustainable Growth**

# Simplified and Focused....

## 6 STEP



# 6 Step



4
 New Customer Long-Term Lapsed = Introduction of customer to product as a trialist. Requires deposits, or link to activate service for activity.

## 6 STEP ... What its given us

- Focused on key issues of the business
- Enabled us to see the “wood” for the trees
- Cut waste by 50% and Increase ROI by 400% on key campaigns
- Built the case for new loyalty approach
- CRM credibility



# Lessons Learned

- It's a never ending journey
- Start simple and build up
- Pace but with learning
- Test and Learn, and Test some more!
- Use tools and media in concert
- Scalable and PROFITABLE
- Never lose sight of need to be relevant

# Gala Coral... Future

- Siebel Database
- Real time behavioural triggered communications
- Promotional responsiveness segmentation
- Mobile
- Empowering frontline staff access SCV in controlled way
- Developing SIM's
- Exploring the loyalty scheme landscape once more



# In Summary

- Don't let the shiny new toys distract you from the basics
- Start simple, build up
- Keep it simple internally not just at customer level
- Smart technology is no substitute for poor strategy
- Keep it Relevant!

# Questions?



[antony.smith@galacoral.com](mailto:antony.smith@galacoral.com)



<http://uk.linkedin.com/in/antonysmith>