



# Delivering Feel Good

## Getting the Right Message to the Right Customer



Paul Ravenscroft - Senior Loyalty Analysis Manager

Rachel Pillsbury – Data Mining Manager



# What is Our Role?

---

**To Deliver Outstanding Insight Driven Direct Communications**

**Understand  
the Boots  
Customer**

**Targeting  
Activity  
Driving  
Customer  
Loyalty**

**Building to  
Deliver**



# Parish Announcements



Ready for  
**IBM.** | **DB2.**  
data server software



**IBM Focus**

**No Numbers**

**Previous Presentations**



# Today's Presentation



## The Journey Towards Delivering Feel Good

**Our Motivations : The Boots Brand Mission**

**Knowing  
Your  
Customers**

**Targeting to  
Deliver Feel  
Good**

**Bringing it  
All Together**





# The Boots Brand Mission

---



## Why Have We Transformed Our CRM Capability?

- The Changing Role Of Boots In Customers' Lives
- Dynamic relationships with Customers
- Building a great customer relationship



# The Role Of Boots In Customers' Lives

1870



Champion  
everyone's  
right to survival

1950



Champion  
everyone's  
right to a basic  
standard  
of health &  
beauty

2012



Champion  
everyone's  
right to FEEL  
GOOD

**Motivation is Consistent Expression Changes**

# Changing Relationships With Our Customers



**Before**

**Personal Relationships**

**High Street but Local use**

**Understanding Your Customer**

**2012**

**Relationships Develop in many Different Ways**

**Stores: 2600**  
**Organised by format**  
**People 71,000**



**The Objective Is To Be Customer Led**



# Building A Great Customer Relationship



## To Deliver Feel Good We Must.....

**Customer  
Led  
Brand**

**Truly Customer Led - Understanding Women Through Great  
Insight**

**Brand  
Mission**

**Champion Everyone's Right to Feel Good**

**Direct  
Marketing**

**Every Communications Shows We Understand the Customer**



# Knowing Your Customer

---



## Being Truly Customer Led

- Understanding Our Customers
- Advantage Card At The Core
- Picking The Best Options



# To Deliver Feel Good We Must Understand Women



- Women account for the majority of sales in all major categories
- 95% of our card holders are women
- 80% of our colleagues are women



**Boots Understands Women Through Great Insight**



# Advantage Card is at the Core

Shops on weekdays at lunchtime in a local store



Buys vitamins – health conscious



Buys into meal deal offer



Boots UK Limited		
YATE - 255		
(01454) 342589		
13/10/2008		12:25
Served by: LISA		
*** 3 FOR 2 ***		
<del>Vit</del> Vit Silhouettes		13.08
<del>Milk</del> Milk Thistle		8.99
<del>Kira</del> Kira Blk Cobweb		2.41
SAVING	£2.41 NOW	.00
<del>Coca</del> Coca Act Maxi+48		8.00
<del>Bla</del> Bla B/Soft Wipes7		1.05
*** LUNCH ***		
<del>Diet</del> Diet Coke 500ml		.85
<del>Sho</del> Sho Blueberry Bar		.45
<del>Del</del> Del Dk Hsin Wrap		2.03
SAVING	34p NOW	2.99
No7 <del>Voupa</del> Earn		.00
<b>TOTAL TO PAY 32.11</b>		
<b>CARD SALES £32.11</b>		
Total Saving Today £2.75 Including 89.34 Deals And £2.41 Discount		
Points Received		48
Points to Spend in Store		889
220 1632 0499 134		*407752057

3 for 2 offers



Is a parent with a young baby



Advantage Card number





# Understanding Laura every time she shops

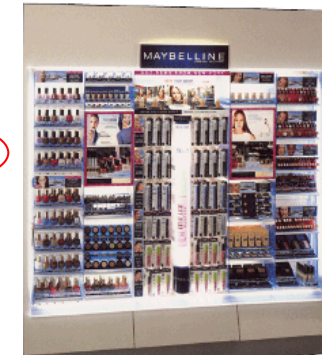
Shops in large store Saturday mornings



Redeems coupons



Boots UK Limited			
PLYMOUTH - 398			
(01752) 663627			
18/10/2008			10:16
Served by: NATIE D			
E			
<hr/>			
Evian Water 750ml			.99
No7 A/Eye Pencil			
<del>No7 Voucher Redeem</del>	SAVING	£5.00 NOW	0.49
<del>L.P. Ext Vcol Mascara</del>	SAVING	£2.00 NOW	7.99
<del>Dier A/FLSH Lgt/Bge700</del>			29.50
<del>UNWAXX Tabs16</del>			2.00
<del>Heat Mg</del>			1.65
Aussie 3min 250ml			4.17
<del>SAVING 50p NR459x1</del>			.79
<del>Lynx Click Apd150ml</del>	SAVING	87p NOW	1.00
<hr/>			
TOTAL TO PAY			48.50
CASH			50.00
CHANGE			1.42
<hr/>			
Total Saving Today £7.87			
<hr/>			
ADVANTAGE CARD STATEMENT			
Points Received			194
Points to Spend In Store			1083
<hr/>			
211 8192 8499 131			*487752057



Purchases self-selection cosmetics, but also premium cosmetics

Could have a partner?



Advantage Card number – same as previous receipt!

## A Fantastic Database of Facts





# Bringing it All Together: Insight Driven Communication



## Market Analysis

We are losing market share in Baby.

Q. What has changed?



**Baby Team**

Q: Why are we losing share

**Analysis** and identification of lost mums from Ad Card data

**Research:** Why mums stop shopping baby at Boots (via surveys, group discussions)



Q. What action could we take?



Analyse Campaign



Build Campaign



Identify Targeting Opportunities



**Direct Marketing Activity**

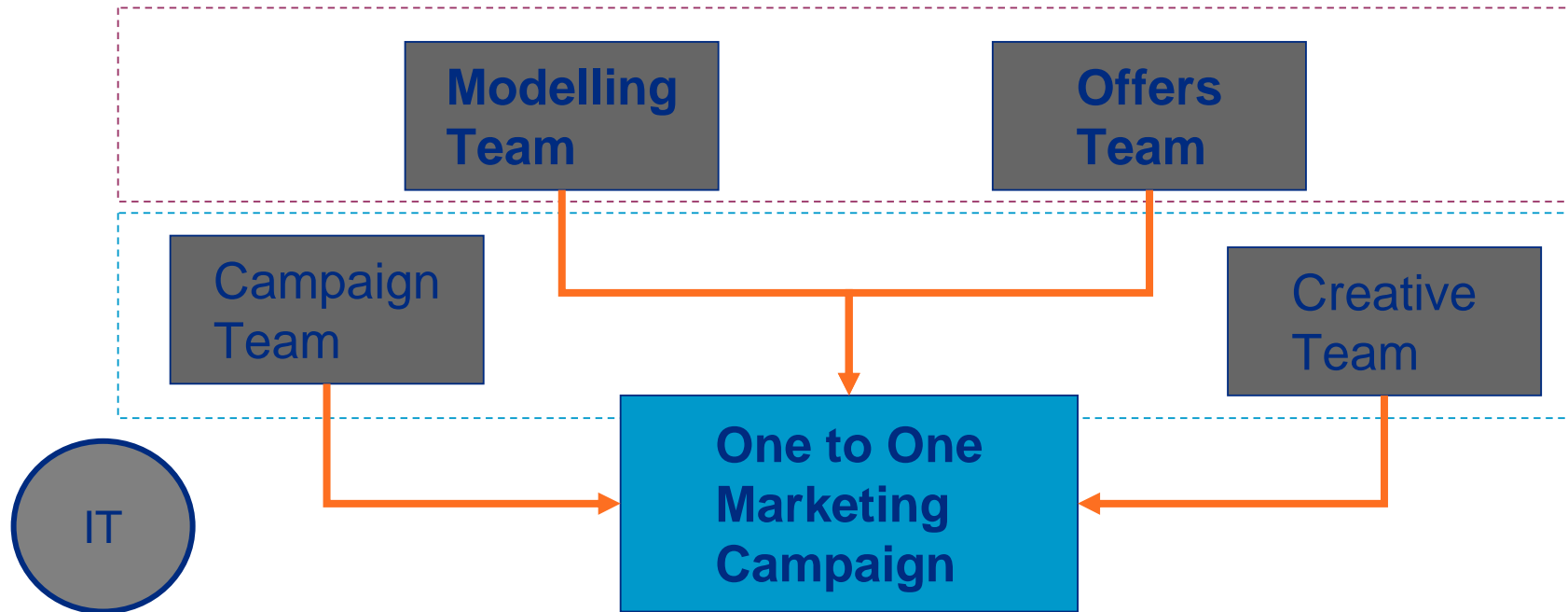
Do nothing and monitor

CRP/ Pricing/ Space & Layout/ Trials

**Building on Insights to Deliver Results**



# Empowering People Structuring to maximise Potential



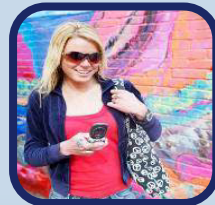
**Allowing Marketers to do What they do Best**



# Understanding the Boots Customer: Data Mining



**Demographic Data:**  
We know who  
the customer is



**Transactional Data:**  
We know what they  
bought



**Contact Data:**  
We know who  
Received Comms and Offers



**Response Data:**  
We know who  
responds to offers



**Who to Speak to? About What?**

