



“We have successfully personalized our channel sales program.”

A leading retailer of auto parts wanted to grow incremental revenues through targeted campaigns.

WNS saw opportunities. We co-created an analytics-led customer segmentation program. WNS Triange – our data, analytics and AI practice – mobilized a joint team of domain and data science experts to build campaigns, monitor and measure ROI, and leverage learnings to continually improve the campaign efficacy.

We segmented existing customers based on Recency, Frequency and Monetary (RFM) value and transactional behaviors, and executed personalized upsell, cross-sell and win-back campaigns. Post the proof-of-value phase, WNS operationalized an ongoing and outcome-based annual service. The program has delivered a 10X ROI and is placed ahead of the target of 2.6% net organic sales growth.

READ THE DETAILED CASE STUDY.

WNS
Triange