

SHOPPERS STOP

Leading Retail Chain **Shoppers Stop** Sees **2X Jump In CRM Revenue Contribution**

Industry

Retail

Founded in

1991

HQ

Mumbai, India

About Shoppers Stop



Shoppers Stop is a leading retail chain renowned for its diverse range of products and a strong presence in the fashion and lifestyle retail sector. Established in 1991, the company has become a prominent player in the Indian retail industry, providing customers with a one-stop shopping destination for clothing, accessories, beauty products, and home furnishings.

Shoppers Stop has steadily expanded its footprint across India, establishing a significant number of stores in various cities. The brand's strategic presence in shopping malls and key retail hubs ensures accessibility for a wide range of consumers.

Definition, CRM Contribution: The contribution of the Shoppers Stop online platform's CRM efforts to the entire Shoppers Stop revenue.

Corporate Social Responsibility (CSR):

Beyond its commercial endeavors, Shoppers Stop is involved in various corporate social responsibility initiatives, demonstrating a commitment to giving back to the community. These initiatives often focus on education, healthcare, and environmental sustainability.

In conclusion, Shoppers Stop stands as a prominent player in the Indian retail landscape, offering a diverse range of products, embracing digital transformation, and prioritizing customer satisfaction. With a blend of popular brands and private labels and a commitment to staying in tune with consumer preferences, Shoppers Stop continues to be a preferred choice for fashion and lifestyle enthusiasts in India.



Staying ahead in e-commerce is not just a strategy; it's a necessity. Enter WebEngage, our secret sauce for success. As the Chief E-commerce Officer at Shoppers Stop, I've seen our digital landscape transform into a vibrant marketplace where every click tells a story. WebEngage doesn't just engage customers; it crafts narratives, turning online shopping into a journey. Highly recommended for anyone ready to redefine their online narrative and captivate the digital audience.

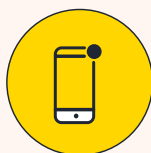
Shreekant Chetlur | 

Chief E-commerce Officer, Shoppers Stop

Key Features Used



Journey
Designer



Push
notifications



Emails

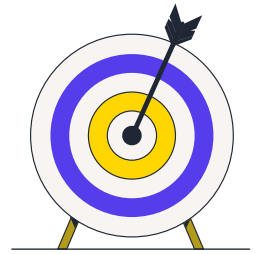


Segmentation



Catalog &
Recommendation
engine

Shoppers Stop's Objectives



? What were Shoppers Stop's objectives?

To ensure an omnichannel experience for their customers. They wanted their users to be able to interact with Shoppers Stop across different platforms – both online and offline.

? What were they looking to solve with a marketing automation platform?

- Solving for a single view of the customer – leveraging CDP for personalization and communication.
- Bridging the gaps in the user's journey through smart intervention, thereby reducing the drop-outs.
- Sending personalized communications based on user personas.
- Effective campaign management, scalability & reduced man-hours.
- Reducing overall CAC by increasing the revenue contribution of retention channels to the overall business.

Shoppers Stop's Challenges In Driving The Objective

? What problem statement was the team looking to solve with a marketing automation platform?

- Lack of clarity in the database: The team wanted a holistic view of known & unknown users, & user behavior & their reachability.
- Inefficient usage of man-hours & scalability.
- Inability to target users based on their various behaviors & personas.
- Lack of understanding of user behavior, with a need for cohort & funnel analysis.

? What were the challenges the team faced in solving the objectives mentioned above?

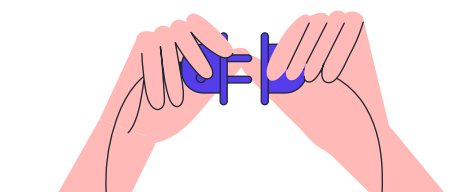
- Poor push notification delivery.
- Multiple tools for multiple channels, hence lack of an omnichannel view for customers and inability to scale campaigns.
- Lack of segmentation, thereby, an inability to create affinity-based cohorts.
- Inability to enable relevant target & personalization.

Why Did Shoppers Stop Pick WebEngage?

WebEngage provided Shoppers Stop with the features they sought – namely, a Journey Designer, amplification of Push notifications, Cohorts, Event & Funnel Analysis, and a Catalog & Recommendation engine – at the right price point.

The retail team was also considering multiple other options. However, WebEngage's ease of use and the features mentioned above convinced the team to onboard WebEngage for their marketing automation needs.

WebEngage In Action



Shoppers Stop has been very proactive in achieving its objectives and solving its challenges. Let's dive deep into the steps that the retail brand undertook:

Hygiene Efforts:

- The team solved deep-linking issues for push notification campaigns.

RESULT:

- **3X Increase** in absolute iOS push notification revenue YoY
- Push Notification Delivery Impression Rate Going **Up To 56% YoY** (before onboarding WebEngage in 2022)

- The team enabled more accurate events & attributes, adding to refined segments for better targeting.
- Enabled tracking for the logged-in First Citizen loyalty base.

01

02

Innovation

- Enabled rich push notifications for Android using colored fonts & new backgrounds.
- Enabled countdown timer notifications.

RESULT:

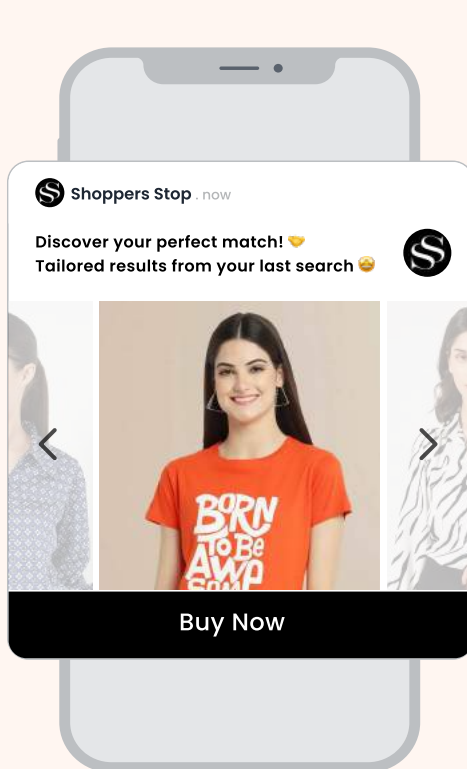
- **46% More Click Rates** Than Regular Push Notifications

Personalization

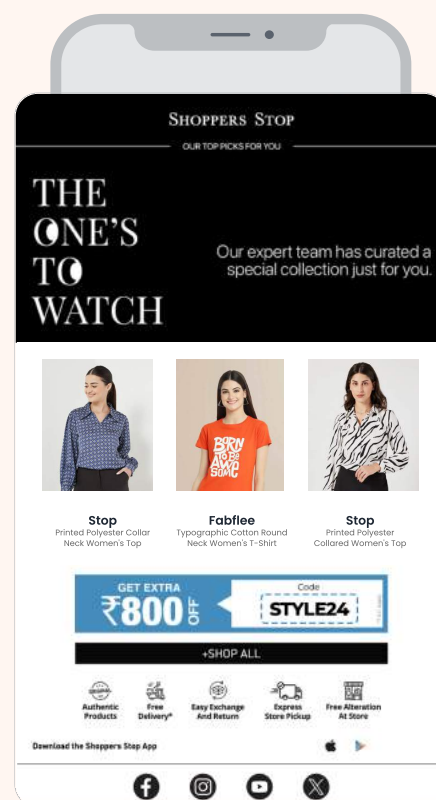
03

- Created relevant segmentation modules to ensure the creation of complex cohorts.
- Targeted push notifications based on category, product & brand affinity.
- Sent recommendation-based push notifications & emails.

• Communication Samples:



Push



Email

- Created complex journeys on the basis of where the team identified gaps:
 - App installed, but no checkout done,
 - Cart abandonment journeys,
 - Product Detail Page (PDP) drop-offs,
 - Payment page reminders,
 - 'Miss you' reminders,
 - Category affinity & wishlist journeys.

04

Solving for objectives

- The Shoppers Stop team created & integrated journeys across multiple channels like push notifications, email, SMS & WhatsApp, ensuring seamless communication.
- The team made extensive use of segmentation to create affinity-based cohorts.
- Moreover, they experimented with Web Personalization to arrest the cart drop-outs for anonymous users.
- They sent in-app notifications during brand launches and for the discovery of offers across multiple brands/categories for the cohorts belonging to the lower funnels.

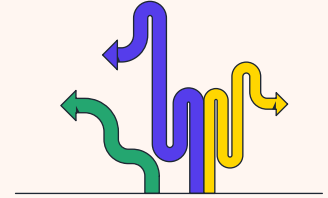
Conclusion

- The team witnessed a **2X jump in their total online revenue** from CRM activities.
- Customer Life Cycle Management (CLCM) journeys' contribution **increased from 18% to 37%** post-WebEngage implementation.
- The team is looking forward to incorporating an **omnichannel view for their analytics**.

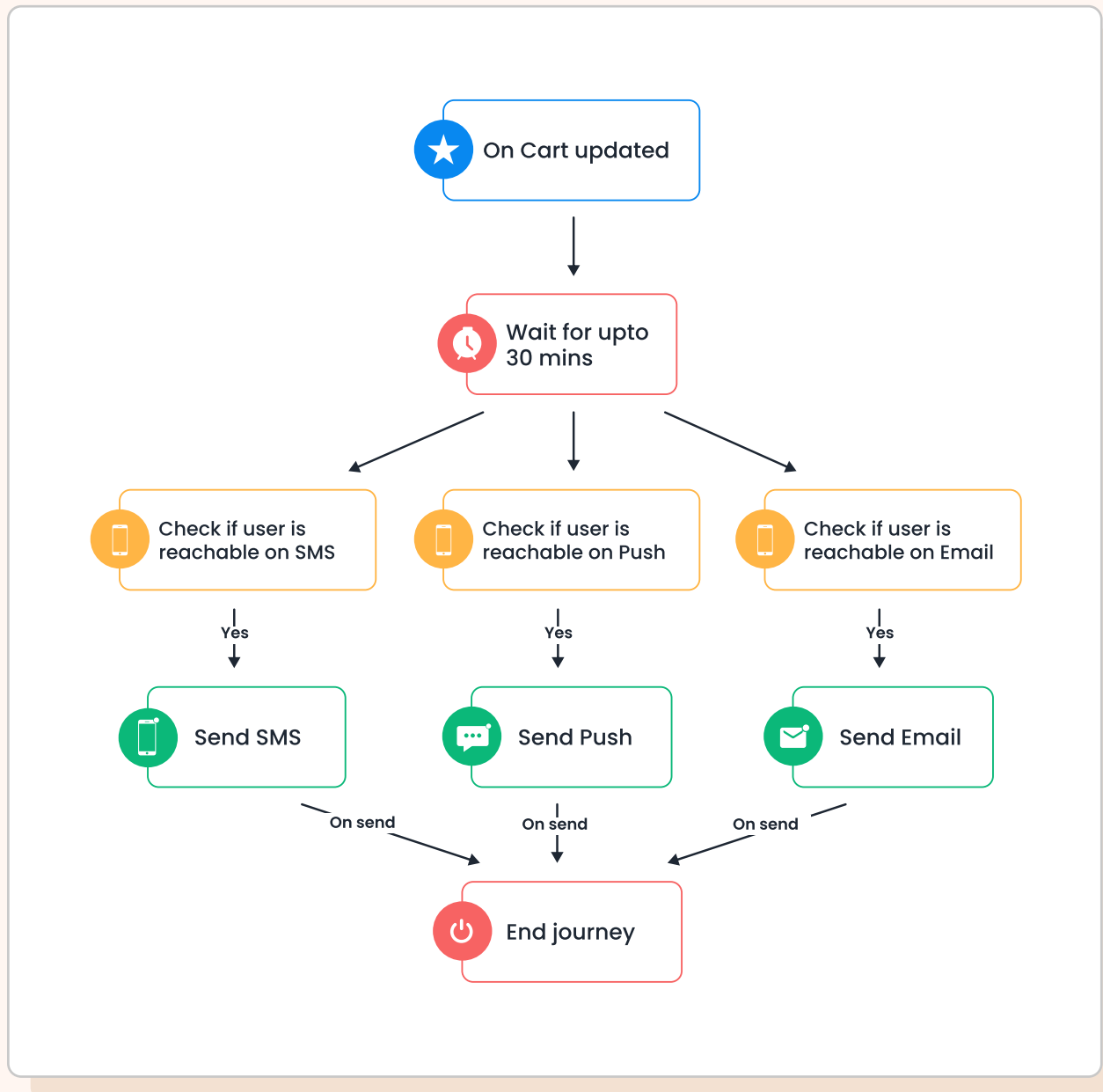
05



Journey Designer



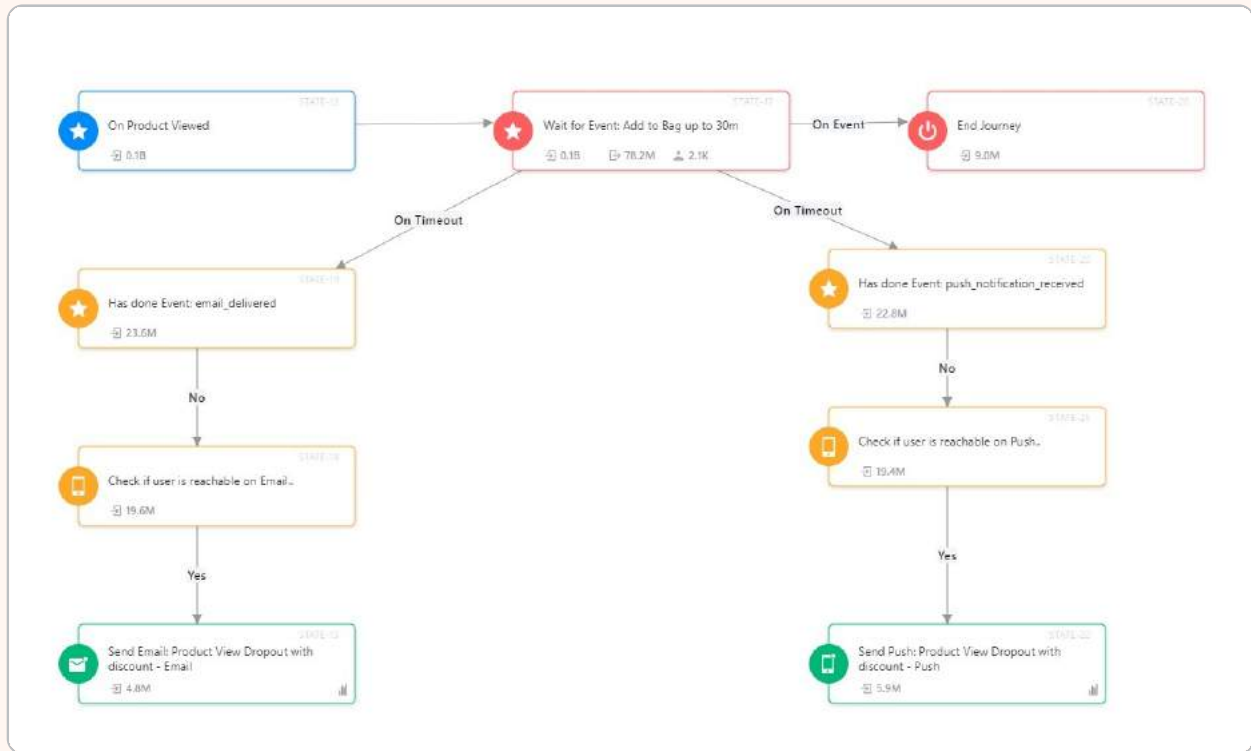
1 Cart Abandonment Journey:



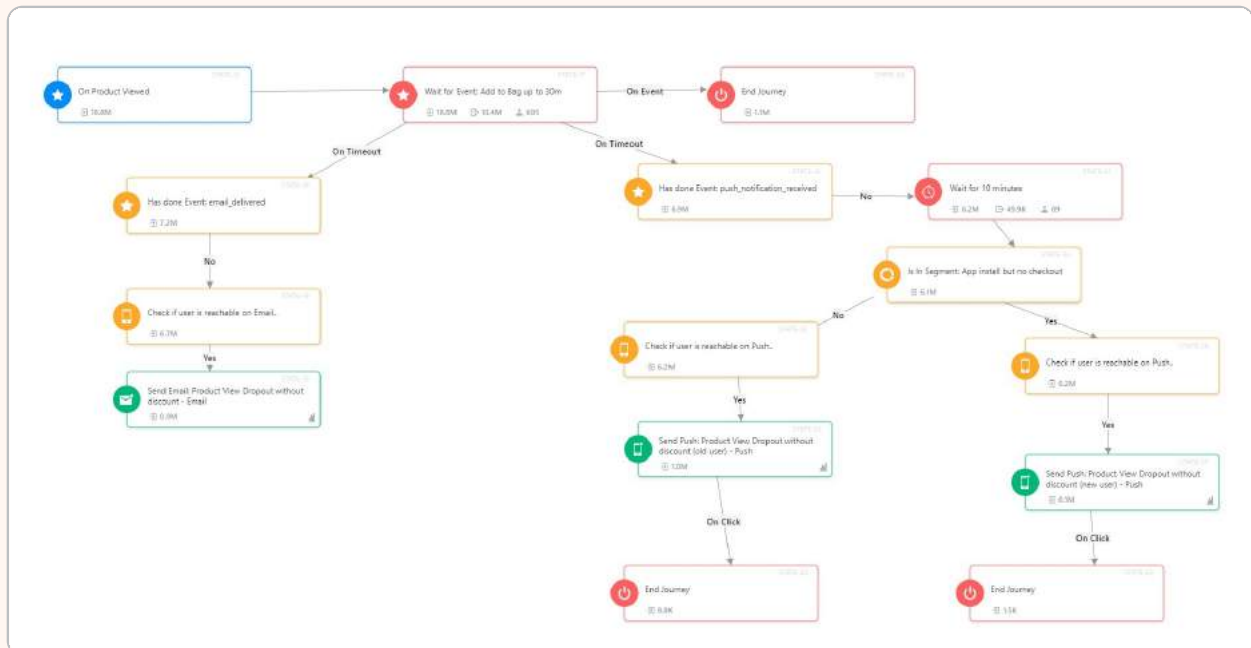
Journey for representation*

The team ran cart abandonment journeys based on cart size, total cart value and staggered communication based on user engagement.

2 Product View Drop-Out With Discount:



3 Product View Drop-Out With No Discount:



Overall Impact

57%

Increase In CRM Sessions On The Shoppers Stop Website

50%

Decrease In Cost Per Revenue For CRM Campaigns

13%

Reduction In The Overall Website Cost Per Revenue (CPR)

90%

Increase In Order Contributions On The Shoppers Stop Website

CRM Conversion Rates **Improved By 30%** Compared To Last Year

The Way Forward

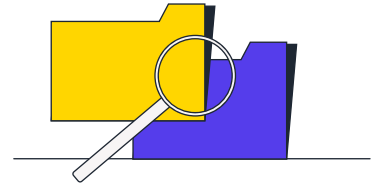


What does the way forward look like for Shoppers Stop?

- On a product level, the team aims to leverage WebEngage's recommendation engine to hyper-personalize communication to its customers.
- The team also wants to reengage anonymous users & retarget dormant users by showing relevant ads/banners with web & app personalization.
- Marrying the customer's offline behavioral data (understanding the customers' personas) & WebEngage's online event-based data to make targeting more relevant & personalized is their next goal.
- Moreover, the team aims to improve repeat rates by leveraging the under-utilized first-party database.
- On a company level, Shoppers Stop wishes to further improve CRM's contribution by 25%.

We wish them all the best in their future endeavors and hope to collaborate with them on each of their initiatives.

Use Cases



Not convinced? You can implement some use cases using the WebEngage dashboard for your retail and e-commerce business.

Communicate With Users On Critical Touchpoints

Develop an understanding of touchpoints like cart abandonment and product wishlisted and send communication accordingly, show intent to serve the customer better, and design better user and customer experiences in the long run. Enhancing user and customer journey mapping exercises also becomes a lot simpler.

Send Product Recommendations

Show your users customized and relevant content through a catalog of recommended products that will increase cart value, boost revenue, show brand consistency, and give a holistic, personalized experience.

Target Users With Location-Based Messages

The key benefit of geotargeting is to increase customer experience through personalization. The user's product use and behavioral patterns/buying history give you an idea of the products/services they're looking for and what you can target them accordingly.

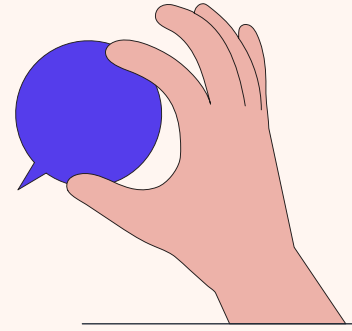
Increase Cart Value

Create minimum order value for free shipping, selling complementary products, bundle deals, offers, etc., paves the way for users to increase their cart value and thereby provide higher revenue.

Cross-Sell Or Up-Sell To Boost Course Purchases

Give your users the experience of what you have to offer by exposing them to add-ons through attractive upsell/cross-sell opportunities. Encouraging them to customize their packages through different offerings enables them to relish a comprehensive experience and boost your revenue.

Closing Testimonial



“ Thanks to WebEngage and its exceptional marketing automation tool, we’ve streamlined our customer journey, created personalized campaigns, automated repetitive tasks, and reached our target audience more effectively, resulting in a significant increase in revenue compared to last year.
We highly recommend the platform & look forward to continuing our successful partnership with WebEngage in the future. ”



Atul Shinde | 

Deputy General Manager –
Omnichannel, Shoppers Stop

About WebEngage



WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. Get a unified view of your customers with a robust customer data platform, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

WebEngage goes above and beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, and Online Retail. The key clientele includes marquee brands like Adani, Bajaj Auto, IKEA, MakeMyTrip, Yes Securities, L&T SuFin, Eureka Forbes, Akasa Air, etc.

With a mission to humanize the world's websites & apps, we now power over 1 Billion messages sent daily to our customers across 50+ countries and 20+ industries.

Schedule my free demo

CREDITS



Writer

Prakhya Nair | 



Designer

Chandni Bathija | 



General Manager - Growth Consulting

Eisha Sawhney | 