

maurices Uses Predictive Analytics to Understand Customer Segments, Increase Loyalty, and Improve Experiences

maurices, a leading North American retailer for women and subsidiary of Ascena Retail Group, Inc. (NASDAQ:ASNA).

maurices has been dedicated to delivering a great customer experience since its founding more than eight decades ago. In 2000, the company was one of the first retailers to launch a Voice of Customer program. And while the home-grown system served maurices well for many years, as the company grew and customer experience became even more essential, management made the decision to significantly upgrade to a sophisticated customer listening program to provide insights to every level of the organization, including its significantly growing e-commerce operation. To do this, maurices partnered with InMoment.

This new initiative significantly elevated maurices' ability to listen to, understand, and share customer insights across the company to drive more informed actions that both enhance the customer experience and improve business results.

Approach

“Recently, many retailers have found themselves having to focus on price and promotion as the primary lever for driving customer behaviors,” said Kristin Anderson, AVP of Customer Insights. “If we’re going to have a truly engaging relationships with customers, there are so many more things to talk about! Our customer feedback program allows us to understand what matters most to our customers, so that we can speak across the breadth of their experience. Not only can we be more personal, we can be relevant to customers in a way that also enhances our business.”

maurices brought customer feedback together with other types of customer data, including transactional, financial, contact and demographic.

Business-Critical Insights

By bringing customer data together with Voice of Customer insights and applying predictive analytics, maurices has been able to discover and act on a range of insights.

“By applying predictive analytics to the Voice of Customer (VoC) feedback InMoment gathers for us, as well as structured customer attribute data, we have been able to consistently predict with about 80 percent accuracy whether a customer is likely to become a repeat customer,” said Anderson.

“The insights tell us which elements of our customers’ experiences encourage or get in the way of a long-term relationship with our brand. With that information, we know exactly where and how to invest resources to both fix problems, and proactively create environments that build loyalty over time. maurices has always placed the customer at the heart of what we do, and that makes this type of intelligence invaluable to our business.”

Likely to Return: maurices was able to identify the key attitudinal factors that are most critical in repeat vs. one-time customers. As a results, these findings are being put to use in experience design and training.

Segment Differences: Predictive analytics identified a common sales behavior that drives loyalty in most customer segments actually reduces satisfaction for one segment. This has lead to more targeted training for store managers and associates.

Devil in the Details: “Fresh and New Products” was identified as a strong motivator for returning customers – but understanding exactly what goes into creating that perception was another matter. Analysis of customer feedback revealed that an off the sales floor factor (the organization and cleanliness of the fitting room) contributed significantly to customers feeling the offerings were “fresh and new.”

In the Works

maurices is finding new ways and places to bring predictive analytics to creating great customer experiences:

Social Understanding: Social data will be gathered, analyzed and delivered to home office community managers, store managers and field leadership, alongside other customer insights, to help local leaders understand and respond to social perceptions in the context of the broader experience.

What Makes an Omni Customer? Understanding the WHYs that drive customers to interact via multiple channels (industry data proves omni customers are higher-value customers).

Different Segments, Different Styles: Not all customers shop the same. maurices is delving into segment-specific customer feedback to uncover these nuances, and shape experiences that match preferences by segment.

Website Transition: maurices is in the process of re-platforming its website. To ensure a smooth, customer-friendly process, the company will transition in phases, tapping into customer feedback and other data to determine how customers are responding to the transition, and what changes need to be made prior to moving to the next phase.