

**A Success Story of
Point Blank's
System at India's
Delhi Duty Free Stores**

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**An award winning
reward program specially designed
to Reward DDF's High Spenders
in **Real Time** through Mobile.**



**Shops spread across 40,000
Square feet at T3 of Indira Gandhi
International Airport, New Delhi.**



Approx. **200000** travelers
transits per day from
Delhi International Airport

Approx. **50,000** travelers
Visits DDF shops – Every
Day



DDF has around **2 million** customer based who shop at DDF on & off.

Transaction **Ticket Size** at DDF is between **\$1 to \$18000**



Product Categories DDF offering to Customers





Challenge:

The company wanted to Reward their High Spender with Higher Rewards (Offers) - These customers have more capacity to spend with DDF compare to what they are spending currently. If these customers are rewarded in Real-Time, it can increase their spends.

DDF wants to reward customers only on their spending patterns.



Solution:

To implement an offered based flexible marketing program for High Value customers who can be rewarded instantly for reaching threshold purchase, customers would able to claim for reward at same time.

As a part of strategic solution DDF implemented Point Blank's Mobile Solution on POS based Outlets.

On successfully finish of first transaction customer can be notified about discount offer in real time on the mobile device, through Push Notifications. The offered discount can be redeemed on next purchase.

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Result of 6 Months

Start Date: 2014-09-01

End Date: 2015-03-31

Transactions - Amount

Actual Transaction Amount : \$ 6470549

Additional Transaction Amount : \$ 249562



Approx.
Increase of
4%
Of Total Trns.

DDF offered on avg. Discount of 25%

Transactions - Numbers

Total Transaction Numbers : **37132**

Total new Transaction Numbers Because of Discount Offered: **1582**



Approx.
Increase of
4%

Of Total nos. of Trns.

DDF offered on avg. Discount of **25%**

QUICK FACTS

Product Implemented on POS : 44

Total Unique Customers : 25476

Avg. Transaction Amount : \$ 183

Total SMS sent : 38714

DDF offered on avg. Discount of 25% to high Spenders only

Unique Features

Real Time information flow

**No Enrollment process for Customers –
Auto Enrollment**

**Customer intimation on Mobile as well as
Internet (email)**

A Comprehensive user dashboard



BENEFITS THAT MATTER

For



Stimulated sales and improved gross margins

Encourage purchase of new products

Established competitive differentiation

Boost retention of high-value customers

Build stronger long-term relationships

Drive key behaviors

**THANK
YOU**