CASE STUDY

Sagacity
Part of **Accenture** Song

Single Customer View for Sales Strategy Implementation

Client

Online Eyewear Retailer

Single Customer View

Client Situation & Impact

Glasses Direct are an online prescription eyewear store who are passionate about optimising their customer experience.

Their goal is to change the way people feel about buying glasses and they wanted to better understand who their customers were and how best to develop a longer-term engagement with them.



Segmentation



SCV Model



Insights

How Did Sagacity Help?

After conducting a range of database segmentations, we built a Single Customer View (SCV) in order to provide Glasses with a complete picture of their customers.

This will enable them to effectively employ these segmentations and acquire actionable insight into their customers, including purchasing and behavioural patterns.

Outcome & Business Benefits

With the introduction of the SCV, Glasses Direct will be able to gain real clarity into customer's transactional behaviour and in turn provide them with a more personalised experience.

Using segmentations will give them the ability to target a range of different customers and tailor their communications in varied and innovative ways.

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