

# CRM AND THE POWER OF CUSTOMER'S INSIGHTS

Gain Insight to Improve Marketing and Build  
Customer Relationships

**SAPPHIRE NOW + ASUG ANNUAL CONFERENCE**  
**May 14-16, 2013**



With over 750 associates, more than 40 boutiques in the Mexican states of Quintana Roo and Baja California Sur, Grupo Ultra is a Mexican company with a solid experience in managing international luxury brands in the most spectacular destinations of Mexico.



More than 14,500 square meters of building space, 75% of which are retail area.

Items sold by the 3 Retail Businesses since 2004: over 10 million units.



Grupo Ultra commercialize:

- Over 80 jewelry and watches brands.
- More than 500 brands of fragrances, treatments and cosmetics.
- Operates 7 boutique brands.



## LUXURY AVENUE

The first Boutique Mall in Mexico, an exclusive shopping center; designed to bring together the world's most prestigious brands.

Our Suppliers' trust allows us to operate renowned brand boutiques such as Cartier, Mont Blanc, Fendi, Tous, Chopard, Longchamp, Paul & Shark, Pandora and Swarovski under world-class service standards.



## ULTRAFEMME

It is the perfumeries' brand with the highest service standards and the indisputable leadership in the tourist market in Mexico. Despite a presence in only two Mexican states, Ultrafemme maintains a significant share of the total national prestige fragrance, cosmetics and skin treatment market, even as we currently have a limited number of sales points.



## ULTRAJEWELS

Is the business unit specialized in timepieces and jewelry, positioned among the three first jewelry stores in the Caribbean area according to our suppliers partners, the ideal place to launch new collections in Latin America.

## CRM Project Objectives:

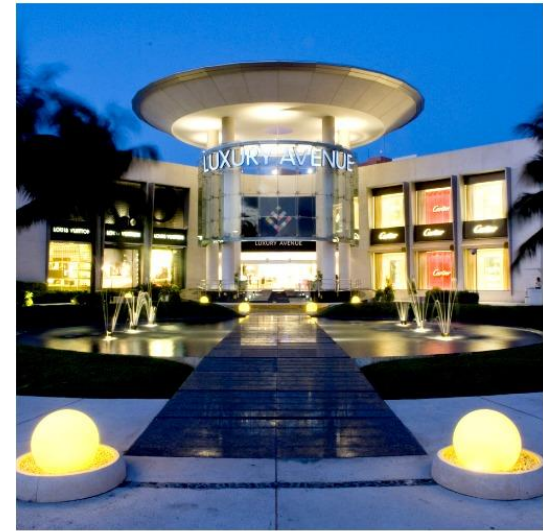
- To integrate the data in one platform to better know customer shopping habits.
- Relate the customer insights to create Marketing campaigns and promotions.
- Improve the time response and service.

## Why SAP?

- Previous experience with SAP® ERP
- Pre-defined content and easy implementation.

## Benefits Expected

- Customer databases better organized and efficient
- Standardize daily tasks, marketing campaigns, follow-up and pre and post sales service.
- Relationship of information with different areas of marketing



## The loyalty program - the main reason for a CRM Platform

For 10 years, Grupo Ultra has been running a customer loyalty program for its three brands. With this in mind, the company knew that it needed to obtain detailed insights into customer spending habits.

Grupo Ultra was looking for a tool that could supply it with increasing amounts of timely information, so that it could design tailored services for its customers.

Although the company was working with several different software tools, the result at the end of the day was a set of Microsoft Excel spreadsheets with unconnected data. Therefore a lot of manual work was done by the loyalty program responsible.

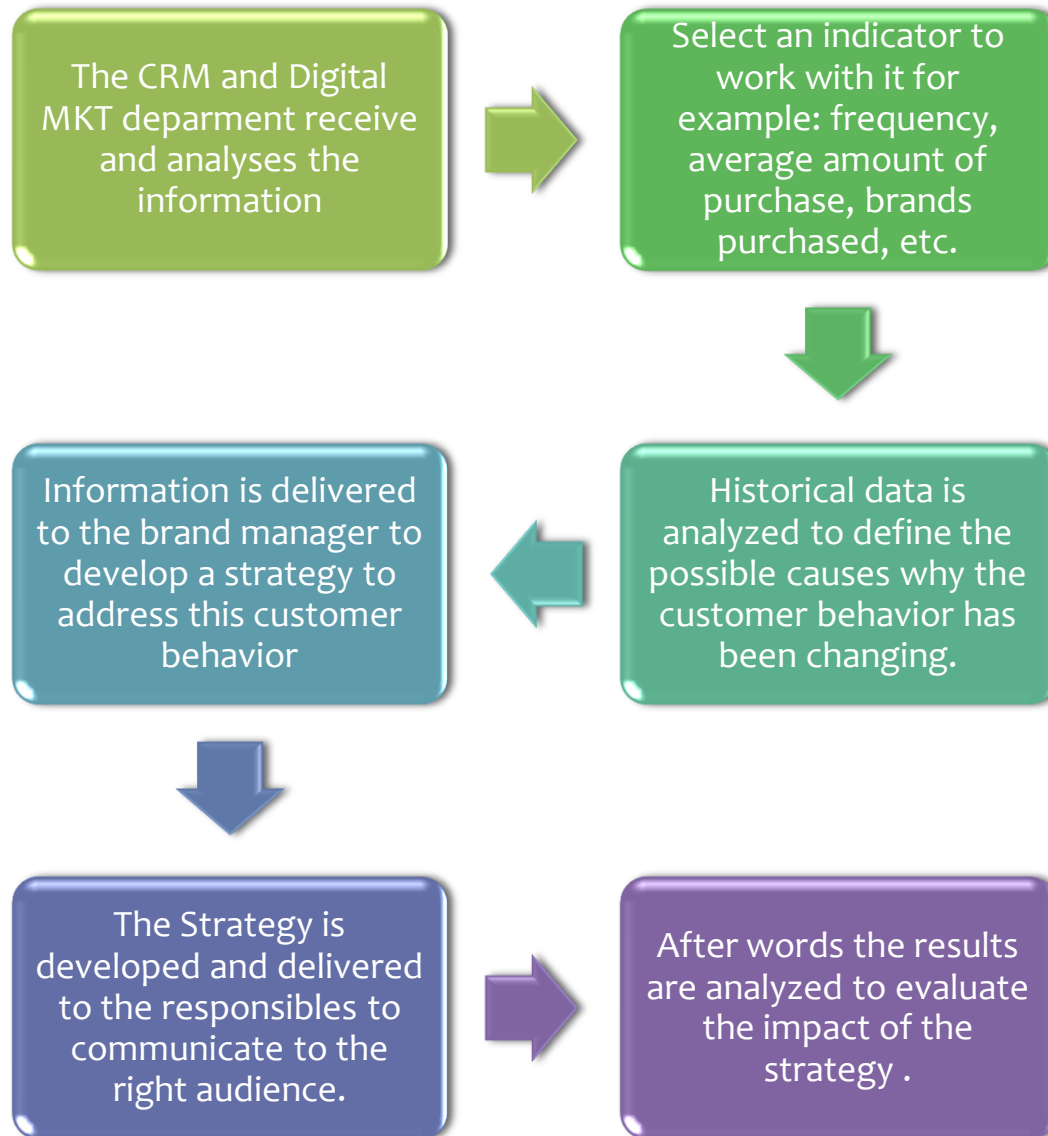




## CRM and the Loyalty Program allows you to know:

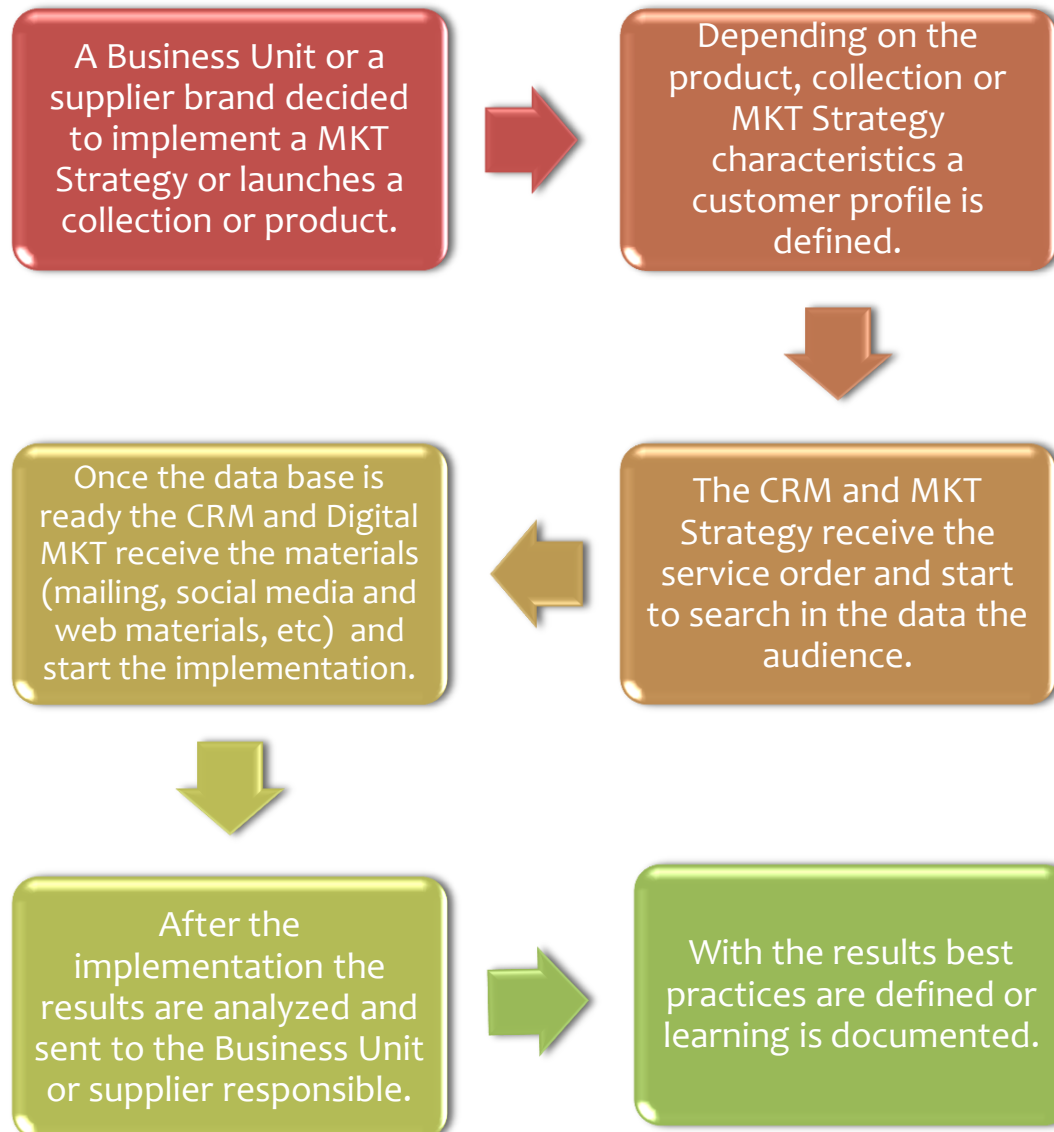
- **Who buys your products?**
  - Gender, Age, Address, Marital Status, City of Origin, etc.
- **Where they buy?**
  - Store location, Sales Associate.
- **When they buy?**
  - Date, hour, frequency.
- **What they buy?**
  - Brand, product specification; with a CRM and Loyalty Platform you are able to get the SKU information of the product.

## How the information is being used? Model B



# How the information is being used?

## Model B







## Grupo Ultra experience with the SAP CRM rapid-deployment solution

- The project was implemented very quickly, in just 11 weeks, thanks to a tailored and very detailed plan.
- Despite certain training setbacks, deadlines were met and the knowledge transfer has been swift.
- The team from SAP México Consulting was extremely supportive in helping us complete all the tasks, understand the solution, supervise the project, and ensure that we also got our business done.
- Grupo Ultra had an advantage, it was already familiar with SAP software, having implemented SAP ERP a few years ago.
- The company's adoption of the system was very straightforward, since we did not have to deal with any resistance to change.
- This was partly because it did not have an existing CRM system in place, so it could implement the new software quickly and establish best practices.

## An integrated and customer-oriented approach

- Any company seeking to set up a commercial strategy has to work toward developing a customer oriented approach in order to give customers what they really need.
- An integrated approach is required for this because it will allow the relationship to be managed in such a way that the company is always prepared to meet the customer's needs and keep an edge over its own competitors.
- The SAP CRM rapid-deployment solution has given Grupo Ultra access to SAP's powerful, fast, and flexible CRM functionality to help it to work better and more easily than before.
- The software is fast to implement because it is preconfigured and prepackaged, and the documentation comes ready to deliver to the client.



### Grupo Ultra next steps

- Grupo Ultra is implementing the SAP LOYALTY platform to connect the transaction information from the point of sales with the data base information, with the support of Enapsys a SAP Partner in México.
- The total utilization of the MKT Campaign and Leads modules of the CRM platform.

*“We needed a platform through which we could centralize all of our information and that we could use to store demographic customer data, generate a history of our contact with each customer, and improve the customer’s buying experience!”*

Claudia Altamirano  
CRM and Digital Marketing Manager  
Grupo Ultra



**Company** Grupo Ultrafemme / **Location** México / **Industry** Luxury Retail / **Product and services** Fragrances, cosmetics, treatments, jewelry, watches, fashion and letter goods / **Web Pages** [ultrafemme.com](http://ultrafemme.com), [ultrajewels.com](http://ultrajewels.com), [luxuryavenue.com](http://luxuryavenue.com) / **SAP Solutions** Rapid Deployment of SAP® CRM