CASE STUDY

AI-Powered Hyperpersonalization Increases ROI, Improves Customer Retention by 30%

Gas and oil leader revitalizes retail outlets' performance with AI-based guidance.

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117%
Incremental ROI Increase

Marketing to an On-the-Move Target

Capturing customers' attention can be hard for retail outlets, as this Malaysian oil and gas leader knew well. Marketing to busy, on-the-go customers requires snappy messaging and a high level of personalization – something that wasn't happening for this company. Ineffective campaigns were impacting their customer relationships and retention numbers. Lapse rates were up, false targeting was high, and ROI was low.

To fix the problem, an AI-driven, ML-enhanced hyperpersonalization platform (NAVIK MarketingAI) was deployed to find cross-sell opportunities, boost customer retention, improve targeting and outreach, and move customers up the value chain.

Better Retention, Higher ROI with MarketingAI

The results from this company's AI-enabled marketing were impressive

117% incremental ROI increase, through prevention of potential customer lapse.

30% retention of high- and medium-risk customers.

86% incremental ROI from favorable customer migrations.

93% incremental increase in customer engagement, thanks to personalized social media.

With this user-friendly tool in their hands, the company's marketing team could focus on winning back lapsed customers, preventing customer loss, and strengthening its ties to current customers through finely tuned outreach efforts. They were also more aware of upselling and cross-selling opportunities as customers stopped for fuel at the brand's retail outlets.

The Technology Behind Customer-Directed Marketing/Customer-Directed Marketing for the Win

Moving to a customer-directed marketing approach meant leaning harder on AI-enhanced data analytics, while utilizing a range of advanced algorithms and frameworks such as Digital Twin and Customer DNA. NAVIK Marketing AI, a hyper-personalization platform provides marketing campaign recommendations for various business objectives.

For business users, all of this happens out of sight; a simple interface gives each team member the information needed to maximize their next contact. A typical campaign dashboard includes information about what offers to send to what individual customer, the rationale behind this recommendation, and the projected increase in engagement resulting from various actions. The marketing team can also use this tool to compare segments, view segment- and individual-level profiles, learn about historical and predicted behavior, and add and track campaigns.

AI-Powered for Future Success

Not only has MarketingAI improved the company's marketing efforts, it has helped them to revitalize their retail performance. By connecting with customers in a more meaningful way, they're seeing stronger relationships and greater customer value. Customer churn is down, ROI is up, customer engagement is good, and targets are now, well, right on target. Thanks to AI, this brand's fuel outlets are successfully converting, keeping, and cross-selling to customers.

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