



Helping a leading  
sportswear company  
Operate to innovate

Technology & Transformation Operate | Membership Operation Service

## The challenge

Our client is one of the world's largest sportswear companies. As its most significant and profitable market, China is influential to our clients, especially in the post-pandemic era. Facing challenges from the fast-changing market and consumer needs, our client needs support to develop a consumer-centric membership program with a seamless experience focusing on enhanced privileges beyond points only and more personalized engagement.

## Our solution

We structured a team with rich membership program design experience, customer engagement experience, and the right mindset to make this project successful:

- 1) With an annual operation plan, we helped our client design CLTV management and implement the future membership program, delivering an industry-leading program of premium and personalized experiences;
- 2) Membership 2.0 program design and optimization;
- 3) 2022 Membership Now for Now, program strategy and differentiated operation plan by each channel (OR/FRS/OS);
- 4) Membership Operation KPI breakdown with 2025 target and regular operation KPI tracking template, which demonstrated the data capability.

We took an end-to-end approach to deliver CRM digital projects. In the future, we will continue working closely with this client and strengthen our collaboration in digital transformation.

## The outcomes



Helped the client design omnichannel and consumer-centric CRM projects, including members tier and point systems, membership-related rewards programs, etc.



Helped the client specify annual CRM strategy, from CRM business diagnosis to business requirements understanding to strategic planning for CRM revamp, to clarify the positioning of omnichannel and related measures.



Helped the client design lifecycle communication and interaction programs, define lifecycle-related metrics and design lifecycle communication plans.



Built concrete data strategy to generate customer intelligence and operation KPI, disassembled KPIs, and developed standard KPI tracking templates and other campaign performance tracking templates.



Conducted ongoing periodical reviews on CRM planning, including annual, quarterly and monthly reviews, and conducted regular tracking and data analysis.

# Contacts

**Ying Tang**

Partner

tangying@deloittecn.com.cn

**Cathy Dai**

Director

catdai@deloittecn.com.cn



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