

Littlewoods

CHALLENGE

Migrate all customer data and improve name and address matching to enhance data warehouse information to drive a single customer view for integrated customer relationship management initiatives.

SOLUTION

Trillium Software System®

RESULT

A complete and accurate single-customer view to enhance its home shopping business, while reducing bad debt and achieving 100 percent data quality by consolidating multiple customer accounts and streamlining data quality processes.

INDUSTRY

Online retail

“The ability to know which accounts belong to the same customer is worth more than £100 thousand a year to us in reduced bad debt costs. This saving alone more than justifies our investment in the Trillium Software System.”

- Database Development Manager
Littlewoods Retail LTD

The Company

A leading UK retailer, founded in 1923 as a football pools business by the late Sir John Moores, Littlewoods is still privately and wholly owned by the Moores family.

The home shopping division launched in 1932, and the first Littlewoods store opened in 1937, followed by the first Index store in 1985. Based in Liverpool, Littlewoods employs more than 25,000 people, over half of whom are located in the Northwest. Littlewoods is the UK's second largest home shopping business and its fourth largest clothing retailer, with retail sales of £2.5 billion.

The traditional agency home shopping catalogues are Littlewoods, John Moores, Janet Frazer, Burlington, and Peter Craig. Littlewoods Extra is a direct shopping catalogue. Littlewoods has 118 stores, into which it is introducing a new format that represents a £120 million investment. There are 181 catalogue locations, 99 within Littlewoods stores.

The Challenge

Littlewoods Retail Ltd set up a database build timetable for the construction of a data warehouse linked to the development and implementation of a customer relationship management (CRM) solution. The development involved migrating customer data to a new system platform and building a centralized customer database. In addition to this effort, Littlewoods is planning a review of its call centre CRM applications.

Littlewoods' existing database infrastructure and tools were no longer providing adequate functionality, capacity, or flexibility to support future marketing strategies. The new customer information system would centre on an integrated prospect, enquiry, and customer account data warehouse. The centralised customer data in the warehouse would support a single view of any individual currently, previously, or potentially trading with Littlewoods.

After using in-house routines developed over a period of 20 years, Littlewoods recognized the necessity of finding a flexible and powerful tool to undertake the name and address matching processes, said the database development manager.

Littlewoods issued an address matching ITT. After evaluating the data processing capabilities of four data quality vendors, Littlewoods chose the Trillium Software System® as its data quality solution.

“The main business benefit is that by identifying people, rather than accounts, we can now start to look at our transactions from a customer perspective.”

– Database Development Manager
Littlewoods Retail LTD

The Solution

This goal of Phase 1 was to create a single, integrated view of customers of the Littlewoods Home Shopping branch. In Phase 2, Littlewoods added the customer data from its High Street segment to its data warehouse.

Littlewoods operates solely in the UK, Northern Ireland, Channel Islands, and Isle of Man, so it had no non-English data. The Channel Islands data, however, offered an extra challenge. The initial data process included 42 million prospects, 5.4 million enquiries, and 0.2 million customer accounts. Updates are run weekly. Over a year, Littlewoods anticipates processing 12.7 million prospects, 6.5 million enquiries and 1.8 million name and address changes.

The Trillium Software System® incrementally processes new and changed records from source systems for inclusion in the data warehouse. Prospect data sources send only new and changed records. Enquiry and customer account data sources send all records, including change identifiers that determine whether the Trillium Software System processes the data.

The Trillium Software System processes customer data in batches. To accelerate run time and reduce processing loads on individual machines, the solution discovers, standardises, and enhances customer information in four segments. It then identifies and matches group and individual relationships within cleansed data. Matching is the core of the database.

The Results

With the Trillium Software System, Littlewoods has created a more complete, accurate, and relevant customer view for use across its home shopping business. A major benefit of this process is the identification of customers with multiple accounts.

“The Trillium Software System has enabled us to better control debt risk and improve our debt collection costs. The ability to know which accounts belong to the same customer is worth more than £100 thousand a year to us in reduced bad debt costs. This savings alone more than justifies our investment in the Trillium Software System,” stated the database development manager.

The solution’s record matching and enhancement capabilities have also helped reduce Littlewoods’ marketing costs. The main business benefit is that, by identifying people rather than accounts, the company can now start to look at its transactions from a customer perspective.

To the business users of the data warehouse, the implementation of the Trillium Software System has been almost invisible, but Littlewoods knows that there are fewer duplicate records and that information from diverse systems and sources is now linked. The users recognised these results as essential enablers of CRM.

Harte-Hanks Trillium Software

www.trilliumsoftware.com

Corporate Headquarters

+ 1(978) 436-8900

trilinfo@trilliumsoftware.com

EMEA

+44 (0) 118 940 7600

trillium.uk@trilliumsoftware.com

Central Europe

+49 (0) 7031 714756

trillium_de@trilliumsoftware.com