iSTYLE

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Enxoo Empowers iSTYLE: Elevating Customer Loyalty and Marketing Relevance

As a leading Apple Premium Reseller in the Central and Eastern European market, iSTYLE continually strives for excellence in customer service and personalized shopping experiences.

The initiative aimed to **create a single source of truth** about customers and their shopping experiences, both in physical stores and on e-commerce platforms, by utilizing Salesforce Marketing Cloud and Sales Cloud solutions. The goal was to **increase customer satisfaction** through meticulous monitoring and enhancement of shopping experiences, while simultaneously focusing on designing effective, **personalized marketing campaigns** that harness the potential of automation and in-depth analysis.

#Challenge

Ever-increasing competition and the necessity to stand out among other Apple retailers prompted iSTYLE to seek an expert's assistance in building and integrating B2C and B2B communication channels and customer service. The aim was to **enhance customer satisfaction** in the face of a large amount of dispersed data and the need to create a single source of customer purchase satisfaction data across multiple countries and platforms.

Additionally, iSTYLE aimed at **increasing the effectiveness of marketing campaigns** and creating personalized messages to better resonate with their diverse customer base.

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#Solution

iSTYLE chose Enxoo as an experienced expert in Salesforce marketing automation solutions, capable of fostering lasting customer relationships and delivering exceptional customer experiences. An integral part of the service scope was data synchronization between Marketing Cloud and CRM, facilitating the extraction of invoice information for NPS campaigns and creating survey records.

Automated personalized campaigns, employing landing pages and emails, were implemented to collect customer feedback on purchases. Automated email notifications were sent to shop managers to monitor customer interactions closely. The project covered nine countries where iSTYLE operates.

Unification of customer data allowed iSTYLE to deliver **more personalized messaging** and **tailored survey questions** that included the context of actual customer's purchase history. That allowed for a focused analysis of customer satisfaction in specific regional segments. Apart from that, the project delivered following benefits:

#Benefits

- Personalized marketing campaigns tailored to customers' preferences, **boosting sales and satisfaction**.

- **Data-driven decision-making** with analytics and reports.

- Automated marketing campaigns through Einstein Central Optimization, leading to a **5% increase in open rates** and a 4-point rise in click-through rates.

- Faster response times to purchases across the region.

- Improved consistency of invoice data across countries.

- Establishment of a **unified source of truth** about customers, ensuring accurate insights into customer preferences and behavior.

- Scalable reporting of survey results for regional, shop-specific, and managerial insights.

*"Thanks to Enxoo's solution implemented in Salesforce Marketing Cloud and Sales Cloud, we could generate a **comprehensive report on customer satisfaction**, aggregating thousands of online surveys across 9 countries with just a few clicks. This helped us create a holistic view of in-store and online customer experiences and **enhanced data accessibility for internal stakeholders**"*

Csaba Gyarmati, Regional Manager CEE, iSTYLE Hungary Kft.

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Why Enxoo?

Enxoo, your trusted partner, delivers modern cloud solutions to manage and grow your business. As one of Europe's fastest-growing Salesforce partners since 2012, we support companies in their digital transformation. Rooted in the communications industry, we extend our consulting and IT services to various sectors, driving successful digital transformations that enhance sales, elevate customer service, and streamline operations.

~15 years of market excellence

250+ completed projects worldwide

200+ certified Salesforce & industry experts

Products Used:

Marketing Cloud

Sales Cloud

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