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MobiLytix Rewards Transforms Gourmet Egypt's Brand Perception. Drives Exponential Growth.

THE CLIENT

With 16 years of experience in upscale food retail, Gourmet Egypt has earned a distinguished reputation for exceptional quality and a steadfast commitment to excellence. Driven by a customer-centric approach, the company upholds its high standards and consistently delivers excellence. Boasting a network of 19 physical stores and a newly launched online platform, Gourmet Egypt caters to refined tastes, offering both culinary delight and nourishment for the soul.

THE CHALLENGES

Absence of Tailored experience for individual customers

Negative perception of retailer as expensive hindered customer acquisition and retention

Low average transaction size

Expand existing customer base

Low repeat purchase

THE SOLUTION

Gourmet Egypt tapped MobiLytix Rewards to accomplish their business objectives. The MobiLytix Rewards platform empowers retailers to amplify product sales, cultivate a sophisticated brand identity, elevate average purchase value, and foster repeat buying.

The goal was to enhance customer loyalty and strengthen brand affinity.
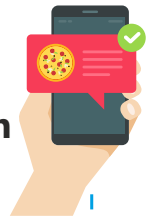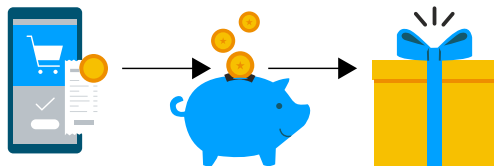
1

Launched a loyalty program powered by MobiLytix Rewards platform.
This is deployed on Amazon Web Services (AWS) cloud ensuring fast and secure delivery

2

Enabled subscribers to instantly earn and redeem points based on product consumption and interest.

3

Live dashboard tracking for critical customer insights in real time.

Gourmet Egypt aimed to enhance the program's personalization by introducing tiers and dynamic segmentation, creating an engaging experience for all customers. The operator tapped MobiLytix Rewards to create the multi-tier loyalty program that allows its users to experience and enjoy differential tier benefits.

Unlike traditional loyalty programs, tiered loyalty programs create a catalogue of personalized rewards by analyzing customer behavior and preferences. As customers accumulate and redeem loyalty points, they progress to higher tiers, unlocking increasingly valuable benefits, fostering greater customer engagement. The program also ensures seamless earning and redemption through both digital and in-store channels.

THE BENEFITS

The launch of the loyalty program significantly transformed customer perceptions and engagement:

Word of mouth: Customer perception changed from viewing the retailer as expensive to seeing it as beneficial, which attracted more customers to its offerings.
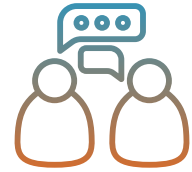
Average Order Value: The average order value increased significantly, with new customers spending similarly to long-standing customers.

High-Value Purchases: Increased purchases of high-value, high-profit items strengthened the product mix.

Profitable Demand: While discounts attracted customers, profits increased due to strong demand for high-margin items.

Sales Growth: Achieved a 19% increase in sales, a marked improvement from the previous year, which had shown no growth.

THE RESULTS

100% increase in average order value

19% year-on-year growth In sales

21% growth in the member base since launch

61% contribution to overall sales from loyalty program members

64% redemption rate

Flexibility in configuring complex campaigns

Seamlessly integrated with app and Magento eCommerce for an enriched customer experience

Integration with AWS ensure scalability, reliability, and cost-effectiveness

Elevated consumer's online experience to new heights

Exceptional customer engagement