

Caruso Affiliated Case Study





CARUSO
AFFILIATED

Luxury Real Estate and Property Developer Caruso Affiliated Gains Unique Loyalty Rewards Program Built on Microsoft Dynamics CRM

Customer Profile

Recognized around the world as one of the most innovative and successful developers of retail complexes, Caruso Affiliated continues to be the leader in the industry for sales, popularity, growth, and the highest quality portfolio.

By combining a focus on driving sales, a passion for architectural and design excellence, a commitment to serving the needs of the local community, and close attention to offering a one-of-a-kind guest experience, Caruso Affiliated has become one of the most admired real estate development firms in the industry.

INDUSTRY

Property Management

LOCATION

United States

"One of the highly valuable components of the CRM system is its scalability. We have a very large development pipeline, and we are able to use CRM as an asset, not only on existing properties but to extend it to new guest populations in order to have the same expectation of success in future developments."

Rick Gehringer, SVP – Technology, Caruso Affiliated

Caruso Affiliated is known for its ability to redefine the outdoor shopping experience into one that is refined, beautiful, and inviting. This is achieved via the careful attention to architectural details such as lush landscaping, fountains, furniture, and visual accents – as well as the focus on the guest experience. These upscale features are evident on the properties Caruso Affiliated currently owns and manages, which include The Grove in Los Angeles, The Americana at Brand, Waterside at Marina Del Rey, and more.

As Caruso Affiliated continues to experience extensive growth, it requires a powerful loyalty management solution that provides seamless integration, simple administration, and easy ongoing support.

CHALLENGE

Prior to implementing Loyalty Management for Microsoft Dynamics CRM, Caruso Affiliated was using a number of disparate systems to collect and analyze various types of data from each property. This created a fragmented view of the customer. The CRM system allowed for this data to appear in one centralized location.

"Now, we're in a position where we can actually look at common data and use a lot of the analytical tools that are available in CRM in order for us to much better understand our guests' patterns of behavior, of people on our property, and tailor programs and communications to them for a much more meaningful guest experience," said Judy Johnson, Chief Marketing Officer at Caruso Affiliated.





"Now, we're in a position where we can actually look at common data and use a lot of the analytical tools that are available in CRM in order for us to much better understand our guests' patterns of behavior, of people on our property, and tailor programs and communications to them for a much more meaningful guest experience."

Judy Johnson, Chief Marketing Officer, Caruso Affiliated

Hitachi Solutions and Caruso Affiliated also faced the challenge of bringing transactions from different retailers into Microsoft Dynamics CRM in a creative way, allowing shoppers to redeem rewards benefits digitally on their smart phones. Purchases are captured in a third-party system and sent to CRM to be tracked, regardless of location, retailer, or transaction type. The powerful and seamlessly integrated solution allows for Caruso Affiliated to analyze customer buying patterns in order to gain a better understanding of where dollars are being spent. This furthers Caruso Affiliated's ability to provide a premium, next-level retail experience for its shoppers.

SOLUTION

Caruso Affiliated sought a unique loyalty management solution that would serve as the back-end for its new loyalty program. Caruso Rewards, powered by Loyalty Management for Microsoft Dynamics CRM, offers shoppers points per dollar spent at any store, on any Caruso property. Shoppers may download the Caruso App on their smartphones to instantly earn points and redeem rewards.

"There are a number of features in the mobile application as well as in the CRM that are unique to this industry and that we really are excited about, and our guests are showing a lot of excitement around," Gehringer said.

The app features several cutting-edge components; mainly, technology for guests to book appointments and pre-buy photo packages for holiday photo booths like the Bunny House and the Santa House, the ability for guests to scan their receipts with the Caruso App and add or redeem points to their account, and to manage parking validation and payment.

"Caruso Affiliated is very focused on the experience of our guests," said Gehringer. "Whether it's somebody that lives on our property through our apartments or shops on our property through our retail components, Caruso Rewards is meant to improve and advance the existing experience of these individuals while on our property."

Hitachi Solutions and Caruso Affiliated have worked to develop an intuitive back-end user interface that processes a wide range of data on shopping behavior. Via the powerful analytics in Loyalty Management for Microsoft Dynamics CRM, guests can see their overall rewards progress, and Caruso Affiliated can begin to look at patterns of behavior in order to focus on providing guests with information, opportunities, and offers based on their interests and buying patterns. This holistic view of the customer is essential for making Caruso Affiliated's guests feel more connected, enthusiastic and dedicated to the brand.





BENEFITS

WHY HITACHI SOLUTIONS?

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company's caliber of expertise and commitment to customers is evidenced through our consistent recognition from both Microsoft and industry analysts. Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

Caruso Affiliated can expect to see a huge potential for company growth by increasing the lifetime value of existing customers and expanding the customer base by building better relationships with new customers. Caruso Affiliated's loyalty management program is in line with its innovation and success in developing retail complexes, and will allow for an even better focus on offering its guests a one-of-a-kind experience.

Customer Loyalty Program

The Caruso Rewards customer loyalty program not only increases the lifetime value of existing customers, but also builds better relationships with new customers. By providing a point-based system with rewards ranging from a couple of free cupcakes to a free year of valet parking, shoppers are motivated to make repeat purchases.

More importantly, Loyalty Management for Microsoft Dynamics CRM provides Caruso Affiliated the ability to track sales, and to gain valuable customer insights on their tastes and preferences that can be leveraged for enhanced marketing and more targeted planning.

Unified Customer Master

Even for the most dedicated Caruso Affiliated shopper, individual tastes and preferences are constantly changing. Loyalty Management for Microsoft Dynamics CRM keeps up with constantly changing data and analytics to provide real-time reports.

The CRM system creates these reports by consolidating the customer master records as well as sales transactions. This 360-degree-view of the customer enables Caruso Affiliated to provide a multi-channel customer experience, providing customer self-serve access to see transaction history.

Concierge Clienteling

Concierge staff also are enabled to provide superior customer service with access to the 360-degree-view of the customer. This enhanced on-property customer experience is achieved via the staff's ability to easily access customer profiles and loyalty status at a glance. This contributes to Caruso Affiliated's dedication to provide unparalleled customer experiences and long-term customer loyalty.

