



"Annex Cloud has been able to customize their platform and processes to accommodate our specific program needs. We knew our program was going to require some customization with our tier system and benefits package, but instead of seeing it as a problem, they saw it as a good challenge."

Larry Shaw, Chief Marketing Officer,
MacKenzie-Childs



MacKenzie-Childs builds a community of advocates

Challenge

MacKenzie-Childs wanted not only to improve retention of current customers but also build a larger community of brand advocates for their business. They knew a custom loyalty program was the key.

Combatting churn while meeting annual revenue targets can be a real challenge in the upscale décor space. MacKenzie-Childs took matters into their own hands and found the right loyalty provider for their specific needs. They chose Annex Cloud to help them build an engaging loyalty program because of our experience with omni-channel loyalty, tiered rewards, and referral marketing.

Solution

The Annex Cloud team sat down and thoroughly analyzed what strategic actions needed to take place to help MacKenzie-Childs see yearly growth. We recommended a tiered Customer Loyalty Program with Omni-Channel capabilities as well as a Referral Marketing solution. MacKenzie-Childs knew that, when coupled with Annex Cloud's dedicated customer success team and unified platform, they'd be able to leverage great returns from their program.

INTERNAL ONLY

