ChurnProof Co.

CASE STUDY

GCC · APP-FIRST GROCERY

How an app-first grocery brand fixed its retention in 30 days.

The brand sold through its app, its website and its stores. It had launched a loyalty programme, but customers didn't know their points or tier, and online and in-store data sat apart. In 30 days we automated the funnel and joined the two up.

18×
Return on retention campaigns

+13%
Sign-up to purchase conversion

20%
Winback conversion

30 days
From plan to live

The challenge

- Customer data was split between the app, the website and the stores.
- The loyalty programme had no way to tell customers about their points or tier.
- High churn, and a lot of drop-off at cart and checkout.
- Leadership couldn't see what was being done or how it was performing.

What we did

- **Planned with the leadership team.** A retention roadmap built on three areas: understanding customers, growing through retention, and smarter targeting.
- **Launched 10 journeys in 30 days.** Drop-off recovery, first-purchase push, engagement and feedback, across email, SMS, WhatsApp and push.
- **Fixed checkout drop-offs.** Customers with payment problems got a retry with other payment options. Customers hit by system errors got an apology and a new payment link.
- **Joined online and in-store.** Customers who bought in-store were removed from online reminders, and messages were timed to when people actually shop for groceries.
- **Brought loyalty to life.** Messages by tier and activity, points-expiry reminders, and winback journeys for lapsed customers.
- **Kept leadership in the loop.** A video walkthrough of the plan at the start and of the results at the end.

Results

Return on retention campaigns	18×	Sign-up to purchase conversion	+13%
Winback conversion	20%	Clicks on messages	+26%
App, website and store journeys	connected		

One view of the customer across app, website and stores.

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