

JD Williams – Big Data-Driven Ambitions

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The UK's leading internet and direct home-shopping business, JD Williams, has over 140 years' experience in long-distance shopping and an enduring reputation for innovation. As in 1882, when they became the first company to use the UK parcel-post service to send products directly to customers.

The Challenge

Today, JD Williams has over 20 successful catalogue brands which serve four million active customers (generating £835m revenue with 4,000 employees), more than 16 brick-and-mortar stores, plus catalogue and online retailing. Their clothes are designed to provide the best fit at the best value, and sample brand names include Simply Be, Jacomo, Premier Man, Marisota, and Julipa.

Why JD Williams chose Teradata

Put simply, they've 'been there' and they're still doing it. Teradata have been positioned in the Leaders quadrant of the Gartner Magic Quadrant for Multichannel Campaign Management for the last 10 years. And, currently, they lead all four use cases in Gartner's Critical Capabilities for Data Warehouse and Data Management Solutions for Analytics (Gartner 21 April 2015).

Their Teradata Integrated Data Warehouse contains nearly every business department, including merchandising, marketing, customer service, credit and IT. Their combined approach has improved everything from online experience and product availability, to fraud detection. The company also use Celebrus Technologies, a Teradata alliance partner, to generate web data at the most granular session level (e.g. multiple-site browsing).

Having added Teradata Aster™ to their armoury, they're getting new insights around customer experience through Teradata Aster n-Path™ analysis, marketing attribution, and product affinity. Historically, JD Williams knew a customer's age, gender, and transactional behaviour. By combining Teradata Aster™ with Celebrus technology, they now visualise at the session level, evaluating all customer interactions to enhance the segmentation.

The company's customer-contact strategy is divided into on-/off-line top shoppers, on-line mid-shoppers, on-/off-line low shoppers, and not brand engaged.

And to further enhance insights, they combine and enrich the web data with additional sources that are loaded onto the Teradata Integrated Data Warehouse. This Unified Data Architecture™ (UDA) environment answers questions like:

- How do we know if this e-mail campaign is successful?
- Are there gaps in the product range?
- If we alter the price of a product, how does the customer react?
- What patterns can we / can't we predict?
- Did the customer abandon the shopping bag? Should we send a follow-up email?
- Is there a trend building?

Teradata Customer Interaction Manager (CIM), allows JD Williams to send timely and individualised messages based on specific attributes and behaviours. They interact with the customer through their preferred communication channel.

"We've had CIM for about ten years now, and recently upgraded. It's very useful to us because we've invested a lot of time in making sure all the data is in the data warehouse, and structured. It's good to have a total assist over that data and can make use of Teradata's massively-parallel technology" states Chris Briggs, Team Lead and Senior Analyst at JD Williams.

"We provide Aster-generated data to the marketing campaign managers so they can start to rethink and challenge their strategies. Because the idea is always to challenge what you assume is working. You may have what appears to be a successful campaign, but what

you don't realise is that it could be more successful" adds Alick Rocca, Head of MI/BI - IT.

The Results

In the last year alone, by integrating big data and more traditional data (merchandising, marketing, customer services, credit and IT) into their UDA, JD Williams has benefitted from £4 million incremental revenue - solely from the use of digital data.

And it doesn't stop there. Campaign management (CIM), online user experience, and fraud detection have all been enhanced.

To improve the customer experience, fashion shoppers can carry their shopping bags across all of the transactional JD Williams websites. And the resulting insights are so accurate you'd be forgiven for thinking that the marketing team had been looking over each browsing customer's shoulder, tracking customer preferences and their journey through the merchandise. That's real, reliable knowledge about what's working for the brand right there and then.

In the last year, over 60% of sales by value have been online. And with over 50% of their customers arriving via smartphone or tablet, the online experience is key.

"It's early days in Aster, but in the past, we've always used Teradata to go back and re-influence the marketing strategy. We have propensity-to-buy models. You can't predict what one person will buy, but if you can find a thousand similar people, you can more-accurately predict how much they'll spend - not on one mailing, but over the next six months. Then, more reliable forecasting allows you to target your campaigns better."

"You also know that a group of customers impacted in a negative way are unlikely to spend. So we don't push too much advertising their way because we're going to get a limited return from them. But you can probably get more from your best customers if you put the right, targeted mailing in front of them" says Rocca.

No longer reactive, JD Williams recognise they're at a critical point with data. Big data is a big opportunity, but both Rocca and Briggs remind us that no one should forget about traditional data sources that can be enriched with new information.

"To me, being data-driven goes beyond just using data for reporting and analysis. It's actually using the data to derive some sort of benefit, and create a business process directly from that data. For example, we could find some sort of insight about customers and their behaviour, and we could take that data and put into a campaign" explained Briggs.



See the full story here:

<http://www.teradata.co.uk/Resources/Videos/JD-Williams-Using-Big-Data-and-Marketing-Analytics/?LangType=2057&LangSelect=true>

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