



**let's feel good**

**Martin Squires**

**Global Lead, Customer Intelligence & Data**

**Health & Beauty International and Brands**



**Walgreens Boots Alliance**



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# Boots UK

Nearly **2,500** Boots stores

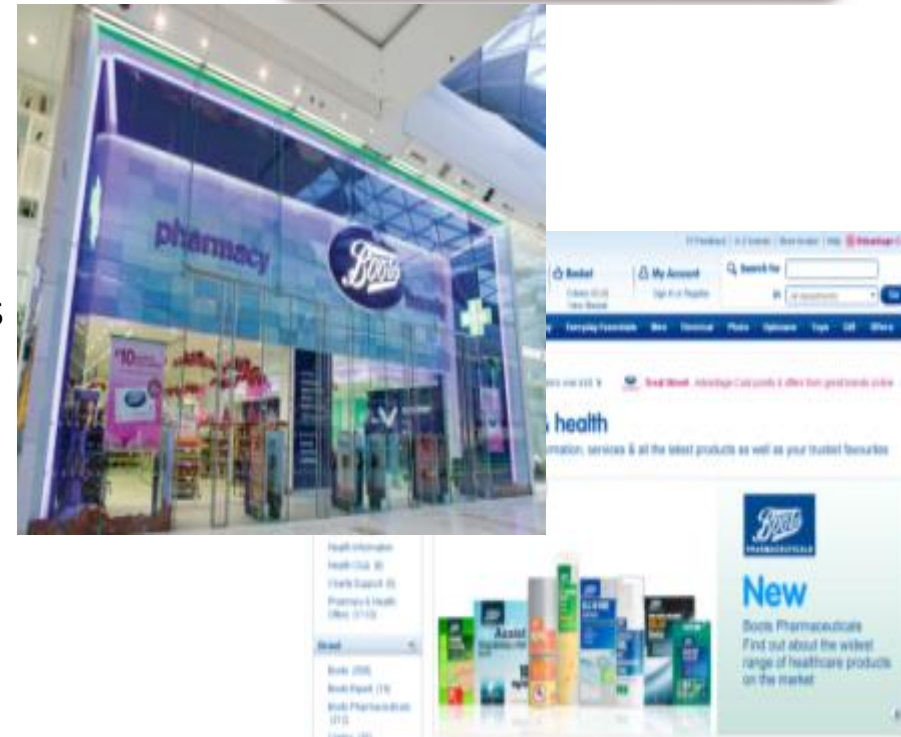
Nearly **625** Boots Opticians practices

**88%** of population within 10 minutes of a Boots store

**17.8** million Boots Advantage Card members

**60m** visitors each year to boots.com

**45%** order online and collect in-store



\* Figures are approximations as at 31 March 2012 and include associates and joint ventures

# Built on being customer led

*“Champion everyone’s right to feel good”*



# We have to really “Get Women”

- Women account for the majority of our sales in all major categories
- 95% of our loyalty card holders are women
- 80% of our colleagues are women



Truly Customer Led  
Boots Understands Women  
Through Great Insight





# Advantage card at the core

Shops on weekdays at  
lunchtime in a local  
store



Buys vitamins –  
health conscious



Buys into meal  
deal offer



Boots UK Limited		
YATE - 255		
13/10/2008		12:25
Served by: LISA		
*** 3 FOR 2 ***		
Yves silhouettes		13.08
Wix Thistle		6.99
Kira Bk Cobweb		2.41
SAVING	£2.41 NOW	.00
Act Maxi+48		8.00
Bk B/Soft Wipes7		1.05
*** LUNCH ***		
Diet Coke 500ml		.85
Shg Blueberry Bar		.45
Del Dk Hsin Wrap		2.03
SAVING	34p NOW	2.99
No7 Voupp Earn		.00
<b>TOTAL TO PAY</b>		<b>32.11</b>
<b>CARD SALES</b>		<b>£32.11</b>
Total Saving Today £2.25 Including 30.34 Deals And £2.41 Discount		
Points Received		48
Points to Spend in Store		889
229 1632 0499 134		*487752057

3 for 2 offers



Is a parent with a  
young baby



Boots Advantage Card  
number



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# Every time our customer shops

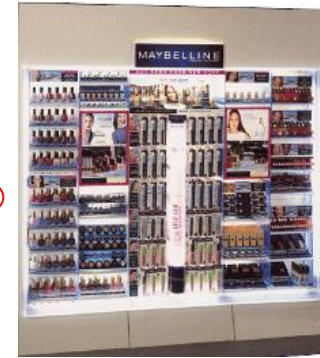
Shops in large store Saturday mornings



Redeems coupons



Boots UK Limited PLYMOUTH 399 (01752) 663627	
18/10/2008	10:16
Served by: NATIE D	
E	
Evian Water 750ml	.99
No7 A/Eye Pencil	
<del>No7 Vourou Redear</del>	
SAVING	£5.00 NOW 0.49
<del>L.P. Ext Vcol Mascara</del>	
SAVING	£2.00 NOW 7.99
<del>Dior A/FLSH Lgt/Bge700</del>	29.50
<del>WAKKAK Tabsis</del>	2.00
<del>Heat Mag</del>	1.65
Aussie 3min 250ml	4.17
<del>Evian 500ml</del>	.79
<del>Lynx Click Aed 150ml</del>	
SAVING	87p NOW 1.00
<b>TOTAL TO PAY</b>	<b>48.50</b>
CASH	50.00
CHANGE	1.42
Total Saving Today £7.67	
ADVANTAGE CARD STATEMENT	
Points Received	194
Points to Spend In Store	1083
211 8192 8499 131	
*487752057	



Purchases self-selection cosmetics, but also premium cosmetics

Could have a partner?



Boots Advantage Card number – same as previous receipt!

# Understanding each customer

- What they are doing
- Where they are doing it
- Why they are doing it
- What they feel about it





# Customers have embraced multi-channel





# Context of the empowered customer

- More touch points
- More complex and faster changing opinions
- Expectation that you use insight
- Seamless multi-channel delivery



# Single view of the customer



**Cheryl** – 33  
 Living alone no children  
 Active Ad Card Member

Boots UK Limited PLYMOUTH – 390 (01752) 863627			
18/10/2008			10:16
Served by: KATIE D			
			£
<hr/>			
Evian Water750ml			.99
No7 A/Eye Pencil			
No7 <del>Vanya</del> Redear	SAVING	£5.00 NOW	0.49
LP Ext <del>Voa</del> Mascara	SAVING	£2.00 NOW	7.99
Dior A/FLSH Lgt/Bge70ml			29.50
<del>Nurser</del> Tabs16			2.00
Heat <del>Mag</del>			1.65
Aussie 3in1250ml			4.17
Saxex Ballon NRM50ml			.79
Lynx Click Apd150ml			
	SAVING	87p NOW	1.00
<hr/>			
TOTAL TO PAY			48.58
CASH			50.00
CHANGE			1.42
<hr/>			
Total Saving Today £7.87			
<hr/>			
ADVANTAGE CARD STATEMENT			
Points Received			194
Points to Spend In Store			1883
<hr/>			
211 0192 0499 131			*487752057



## Online Behaviour

Likes to order online & collect in-store

Likes to browse How To.... & interested in new product launches



Signed up to weekly newsletters – high response

Rates products online



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# The 'New World' of Loyalty Analytics

## Challenges:

Multi-channel customers generate increasingly large volumes of valuable data

Issues surrounding scalable analytics, data storage and access

A shift from batch analysis to near real-time

Automation is powerful but can be difficult to implement and manage

Scaling to production

## Changes:

Exploration of open source tool integration

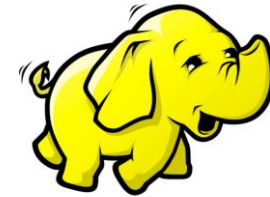
Look to improve our existing methods of targeting, leveraging new datasets and tools

Utilising open data sources

Distributed data storage and processing

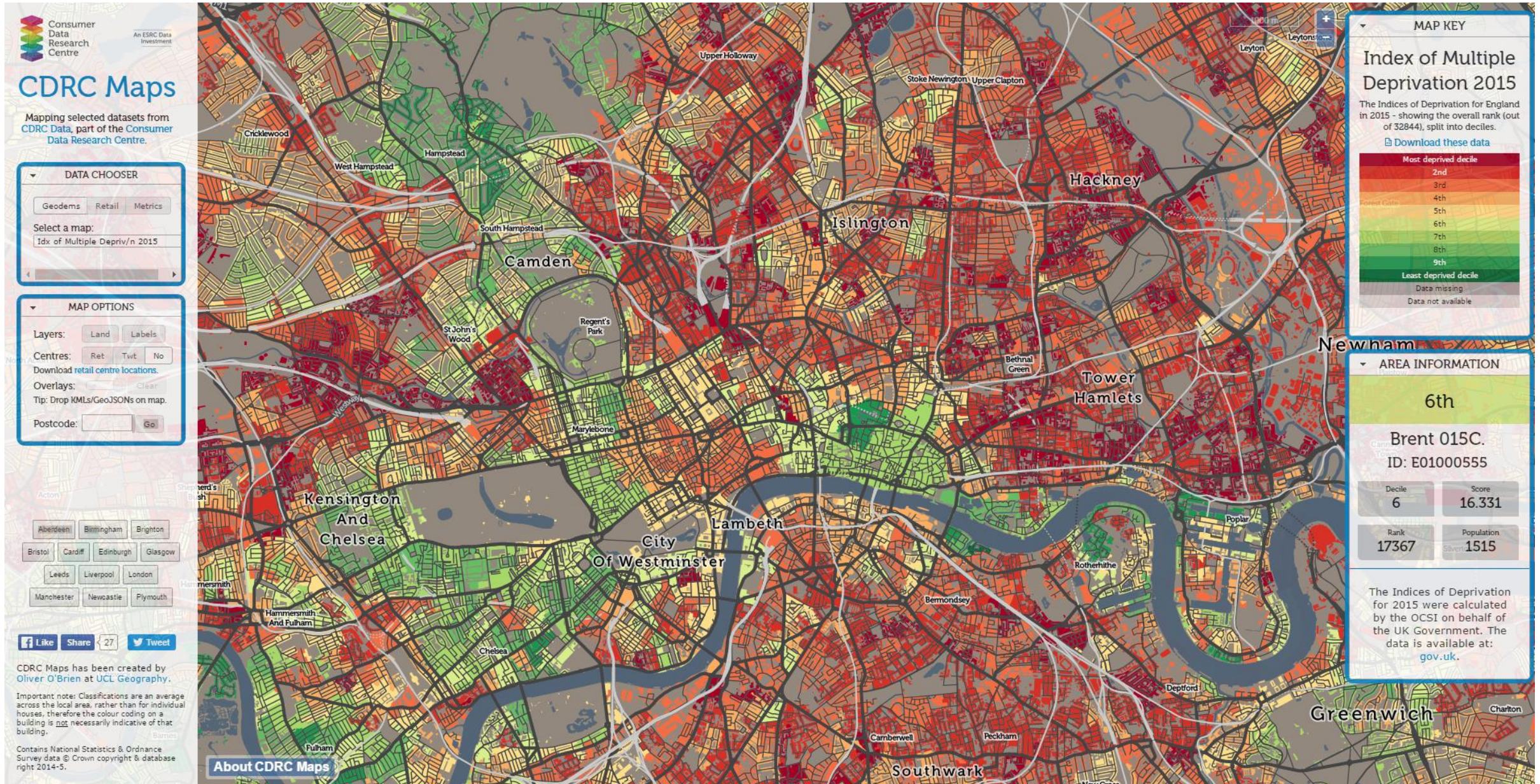
Fail, but fail fast

Ensure all communications are data-driven – don't guess, Model!





# Integrating Open Data





# CDRC Maps

Mapping selected datasets from CDRC Data, part of the Consumer Data Research Centre.

**DATA CHOOSER**

Geodems Retail Metrics

Select a map:  
IMD Rank Chg Health 2010-15

**MAP OPTIONS**

Layers: Land Labels

Centres: Ret Twt No

Download retail centre locations.

Overlays: Clear

Tip: Drop KMLs/GeoJSONs on map.

Postcode:  Go

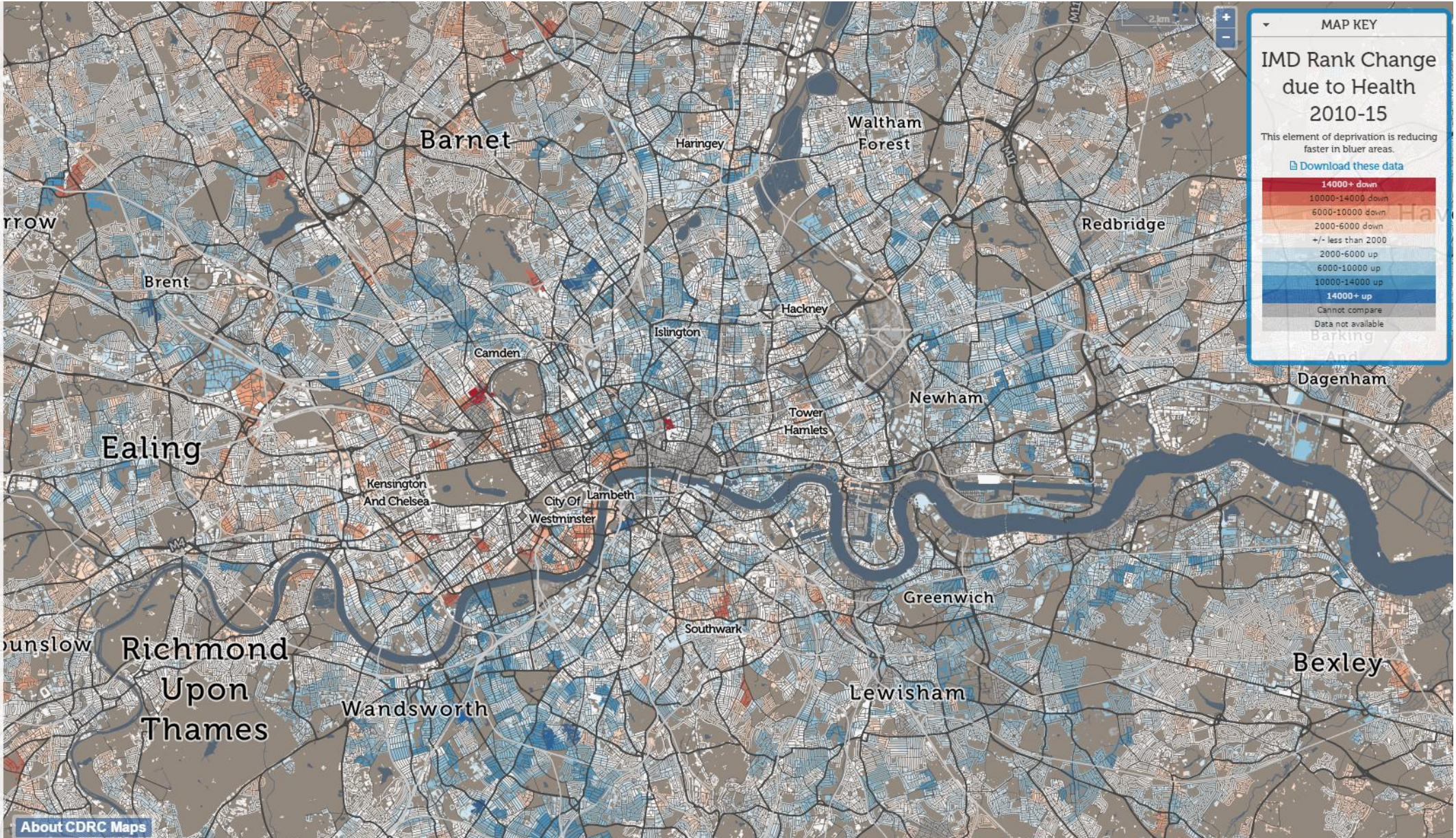
- Aberdeen Birmingham Brighton
- Bristol Cardiff Edinburgh Glasgow
- Leeds Liverpool London
- Manchester Newcastle Plymouth

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CDRC Maps has been created by Oliver O'Brien at UCL Geography.

Important note: Classifications are an average across the local area, rather than for individual houses, therefore the colour coding on a building is not necessarily indicative of that building.

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**MAP KEY**

### IMD Rank Change due to Health 2010-15

This element of deprivation is reducing faster in bluer areas.

[Download these data](#)

14000+ down
10000-14000 down
6000-10000 down
2000-6000 down
+/- less than 2000
2000-6000 up
6000-10000 up
10000-14000 up
14000+ up
Cannot compare
Data not available

About CDRC Maps



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Mapping selected datasets from CDRC Data, part of the Consumer Data Research Centre.

**DATA CHOOSER**

Geodems Retail Metrics

Select a map:  
2011 Area Classif/n of OAs

**MAP OPTIONS**

Layers:  Land  Labels

Centres:  Ret  Twt  No

[Download retail centre locations.](#)

Overlays:

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Postcode:

- Aberdeen
- Birmingham
- Brighton
- Bristol
- Cardiff
- Edinburgh
- Glasgow
- Leeds
- Liverpool
- London
- Manchester
- Newcastle
- Plymouth

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**MAP KEY**

**2011 OAC**  
Geodemographics derived from the UK's 2011 Census.  
[Download these data](#)

- Rural Residents
- Cosmopolitans
- Ethnicity Central
- Multicultural Metropolitans
- Urbanites
- Suburbanites
- Constrained City Dwellers
- Hard-Pressed Living

**AREA INFORMATION**

**Multicultural Metropolitans**

Asian Traits

Multicultural New Arrivals

Hounslow, London.

ID: E00013198

Don't agree with the classification for your area? Let us know by choosing a better one at [Open Geodemographics](#).

[About CDRC Maps](#)



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Internet User Classif/n 2014

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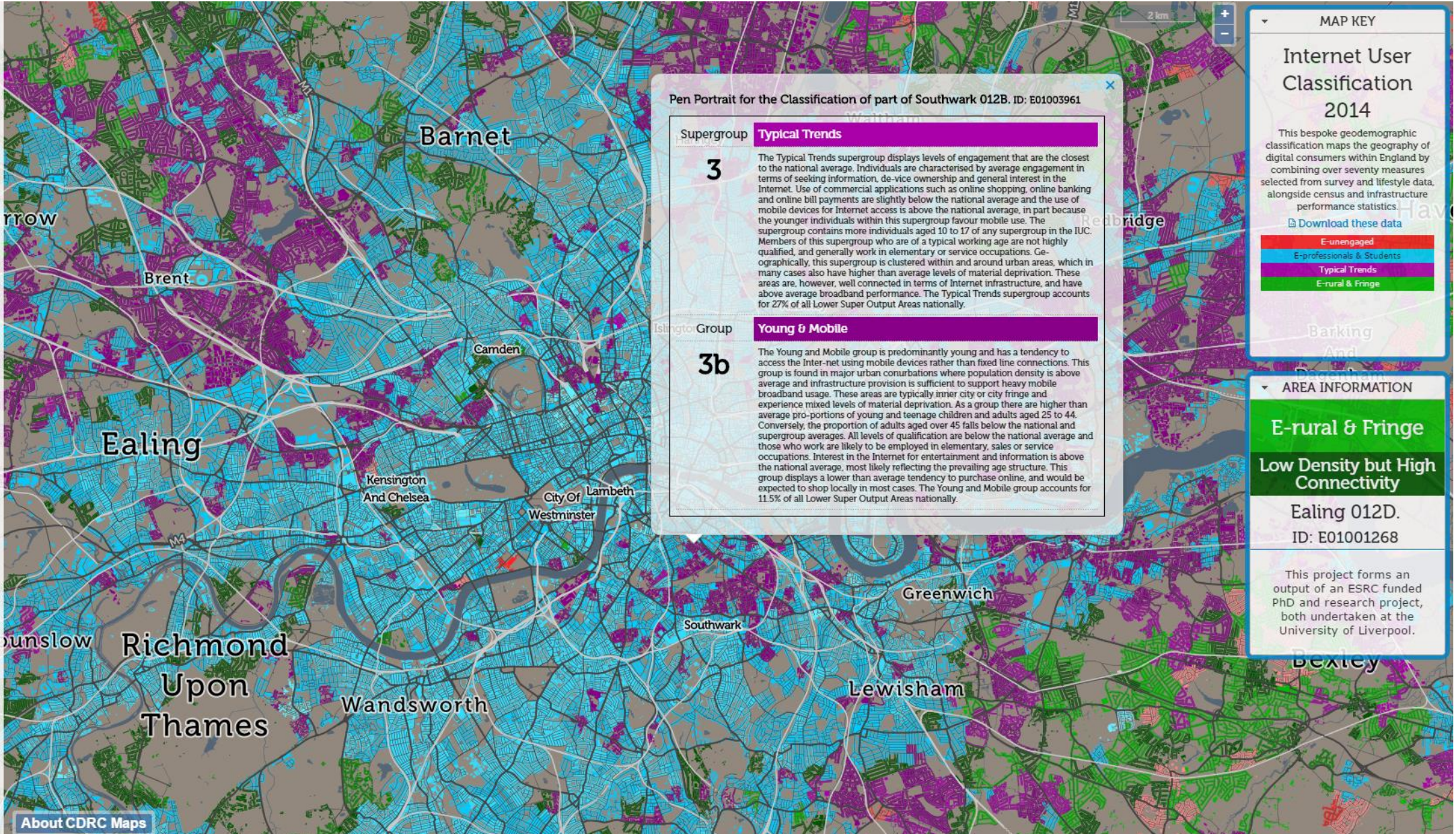
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**MAP KEY**

## Internet User Classification 2014

This bespoke geodemographic classification maps the geography of digital consumers within England by combining over seventy measures selected from survey and lifestyle data, alongside census and infrastructure performance statistics.

[Download these data](#)

- E-unengaged
- E-professionals & Students
- Typical Trends
- E-rural & Fringe

**AREA INFORMATION**

**E-rural & Fringe**

**Low Density but High Connectivity**

**Ealing O12D.**  
ID: E01001268

This project forms an output of an ESRC funded PhD and research project, both undertaken at the University of Liverpool.





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