fielo:

Country Road Group, Salesforce, and Fielo

Country Road Group is one of Australia's largest fashion retailers, now with 5 brands (Trenery, Witchery, Country Road, Mimco and Politix) across the APAC region. They have 400+ stores and online e-commerce. For some brands, up to **80% of their sales are credited to a loyalty program.**

What they faced:

Country Road Group was readying the rollout of two new brands, and they knew they could not continue with their small, ad hoc loyalty programs and supporting in-house tools. Those tools were labor intensive, unadaptable and time-consuming. Country Road Group wanted to replace their custom application tools, and leverage a modern platform that provided program design adaptability, Salesforce compatibility, cloud scalability, and ease of use.

The Solution:

Fielo Incentive Automation was recommended by Salesforce and selected from 10 contenders. Salesforce went to their ISV partners to see who could best deliver on Country Road Group's requirements. and they came back with Fielo.

Fielo Incentive Automation powers distinct consumer loyalty programs across Country Road Group's various brands, both online and in-store, driving customer spend and brand engagement. Country Road Group was attracted specifically by the capabilities of Fielo IA to support:
- Multi-tier program and promotion management
- Adaptable incentive program design, using rules to map and target select customer behaviors
- Multiple rewards management options
- Multiple currency capabilities

Full Salesforce-native Architecture:
Country Road Group uses:
- Salesforce's **CRM**
- **Marketing Cloud**
- **Service Cloud**

Fielo is built natively on Force.com, meaning Fielo and Country Road Group's Salesforce CRM share a common data platform. Fielo can grab info from relevant Sales Cloud objects and award points for those achievements. Fielo, in turn, feeds information to Salesforce about activities, scores and product pricing intelligence.

Country Road Group was also looking for a scalable cloud platform. **Service Cloud** and **Lightning Components** connect Country Road Group's Salesforce Communities portal to Fielo's core loyalty and incentive features, giving their customers easy and attractive tools to engage with CRG's programs. **Marketing Cloud** integration enables the company to send emails and notifications based on program information, including registration, completed actions, e-learning and points redemption.

Multi-brand
Fielo IA enables Country Road Group to operate multiple independent loyalty programs across their 5 brands.

Business Impact
Country Road Group exceeded their 5-year program ROI targets, indeed meeting them two years ahead of time.

Ready to learn more? Contact us at marketing@fielo.com or visit www.fielo.com.