

## INDIGO CUSTOMER DATABASE INTERNET PORTAL AND BUSINESS PLATFORM



### Vertical

Retail & Services  
Customer Service  
Data Management

### Technology

WCF  
SQL Server 2005  
ASP.NET  
C#  
VB.NET  
jQuery

### Additional Media

[www.chapters.indigo.ca](http://www.chapters.indigo.ca)

### CLIENT

Indigo Books & Music Inc. is the largest book retailer in Canada operating bookstores in all 10 provinces under the names, Indigo, Chapters, Smithbooks, and Coles. Indigo acquired Chapters in 2001 and also operates [chapters.indigo.ca](http://chapters.indigo.ca) an online retailer of books, music, movies, and more. A Canadian company based in Toronto, Ontario, Indigo provides consumers with inspiring retail and online environments for books and life enriching products & services.

### PROBLEM

Indigo Books & Music, as a result of expansion and acquisitions, was supported by a series of IT installations that drew from multiple technologies and multiple different systems and databases. Indigo maintained several systems for managing retail, online sales, and their 'irewards' loyalty program. Often, a single Indigo client was tracked through multiple retail and online records, limiting the creation of consolidated sales and customer data for analysis.

Updates for registration, sales, and other transactions were often performed manually and frequently required processing times of several days. This resulted in both customer dissatisfaction and an inability to effectively analyze sales, marketing, and retail data.

### SOLUTION

Indigo engaged Infusion to centralize several disparate data systems into a single customer database containing all retail, internet, and prospective customer information. In addition, the consolidated database tracked data relating to Indigo's 'irewards' loyalty program.

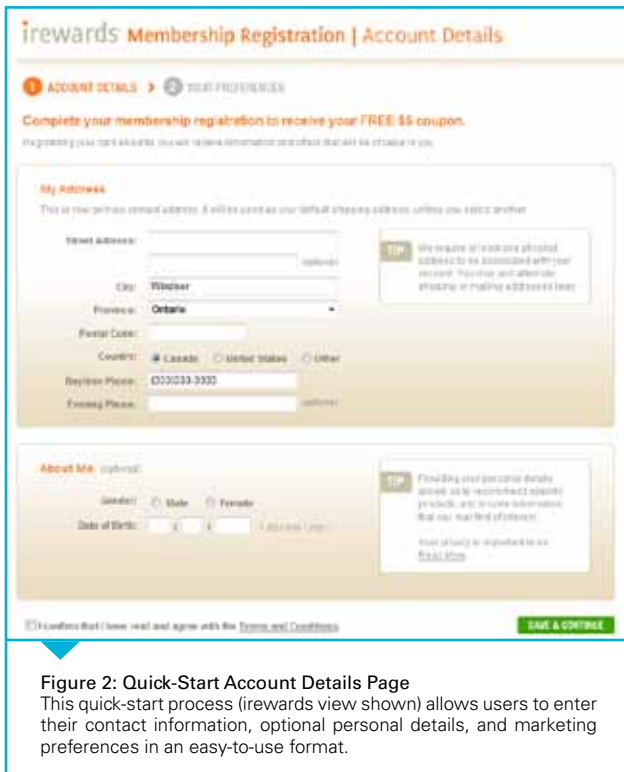
*"We've stopped talking about online customers and retail store customers and loyalty customers and just talk about customers."*

- Sumit Oberai, VP Customer Solutions



**Figure 1:**  
Sample of the Revised User Interface

The Infusion redevelopment of AXA's line-of-business and client presentation platforms succeeded in both simplifying and streamlining the User Interface and reducing the amount of development time it demanded.



**Figure 2: Quick-Start Account Details Page**  
This quick-start process (irewards view shown) allows users to enter their contact information, optional personal details, and marketing preferences in an easy-to-use format.

Infusion's redeveloped database included applications for leveraging this newly centralized customer data including:

### Customer Account Management Tools

These account management tools are utilized by Indigo cashiers, distribution centres, marketing, billing, and client support for:

- Editing contact and 'irewards' information
- Managing customer accounts
- Tracking marketing preferences
- Viewing transaction histories
- Recording comments and audits

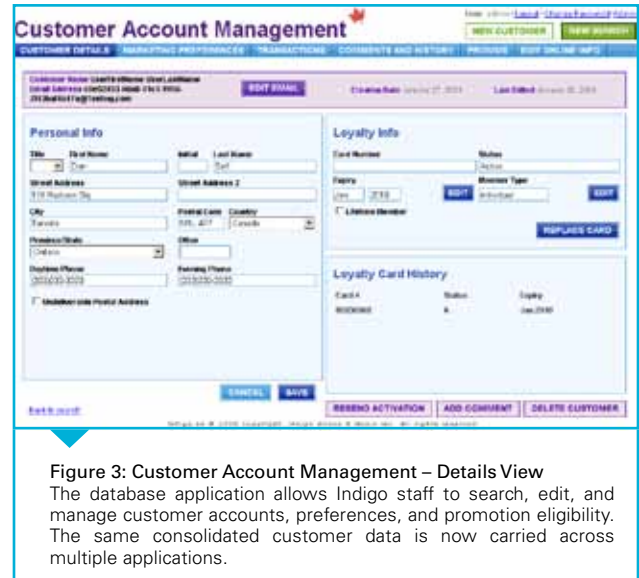
### chapters.indigo.ca Website Upgrades

Systems within Indigo's primary web portal were updated and improved with several features including:

- Self-serve account management including opt-ins and birthday reminders
- Redeveloped purchase path
- Increased personalization and communications
- Customer preference management
- Online renewals of 'irewards' cards.

### Enhanced Point-of-Sale Applications

Indigo's point-of-sale applications used by cashiers were upgraded to leverage the redeveloped customer database, streamlining processes, enhancing customer interaction, and increasing 'irewards' use.

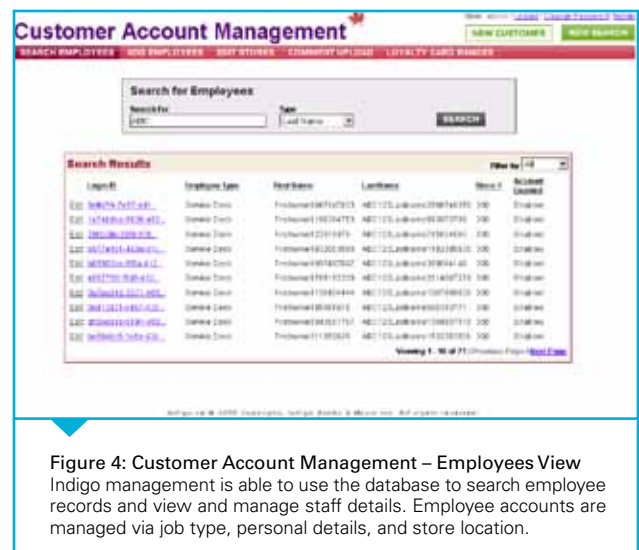


**Figure 3: Customer Account Management – Details View**  
The database application allows Indigo staff to search, edit, and manage customer accounts, preferences, and promotion eligibility. The same consolidated customer data is now carried across multiple applications.

## RESULTS

Infusion's Customer Database solution for Indigo delivered tangible benefits and return on investment including:

- Consolidating 4 existing database systems, providing a single point of reference for customer data.
- An increase from 40% to 80% of new signups who provide a working email address.
- A seamless installation and changeover, undetectable by customers and with no interruption to service.
- Resulting from the database merge, over 100,000 customers were re-engaged via email.
- A significant increase in new sign-ups within the first week of launch.



**Figure 4: Customer Account Management – Employees View**  
Indigo management is able to use the database to search employee records and view and manage staff details. Employee accounts are managed via job type, personal details, and store location.