



# CASE STUDY

Warner's Budgens is a group of 6 stores owned and run by Guy Warner under the Budgens fascia in the beautiful Cotswolds. The Warner's stores vary in size and feel, but all play a vital part in their local communities, and stock a huge range of locally produced food and drink.

## The challenge

Guy was looking for a way to offer a loyalty system to his already established database of customers, but always believed it to be way out of his budget as an independent retailer. There was an expectation from his customers that he should have a loyalty card, just like all the big multiple supermarkets.

## The goals

- Understand our customers
- Increase average spend in-store
- Increase customer retention
- Develop the Warner's Budgens brand
- Offer more benefits and value for money to customers
- Be able to offer foot-fall driving promotions that could easily be communicated to customers

## Needs

- Integration to the already existing website and communication tool
- Warner's Budgens branding throughout
- CRM
- App integration
- Points and product promotions
- Reporting
- Cost effective

## Azpiral delivered

- Integration between ePOS system, website, newsletter management system, app and Azpiral
- Support with executing promotions
- Training
- CRM
- Reporting

# 10,000

Number of Registered Customers

# RESULTS

# 35

Average Number of Visits per Loyalty Customer per Year

# £18.67

Average Spend Per Loyalty Customer



## Testimonial - Warner's Budgens

I didn't think that a loyalty system would be feasible or affordable for my group of stores, but since introducing Azpiral, we have been able to have a far better understanding of our customers, and been able to target foot-fall driving promotions to specific customers based on their shopping habits – something I never thought we'd be able to do!

Azpiral are really approachable and have allowed us to fully develop the loyalty into something that works for our business by integrating the tools we already had in place AND, most importantly, without losing any of our brand identity to our customers.

**Guy Warner,**  
Store Owner,  
Warner's Budgens