

CRM at Urban Guild

Video case story

by **Matt Lawrence**

Introduction by Philip Alford

Customer Relationship & Loyalty Marketing Case Study that explains how an SME hospitality business developed a loyalty programme to deliver personalised marketing and drive customer retention. The case includes the strategic vision for the programme, its alignment with the group's core values and brand proposition, customer insight through data mining, the Marketing Technology (MarTech stack) that supports the programme, its role in personalising service throughout the customer journey, and the hard and soft metrics used to measure its success.

The intro: <https://youtu.be/BqKXn7c6mXE>

The case story: <https://youtu.be/-axSfHoy83M>