

## CLIENT STORY

LEADING SPORTS EQUIPMENT RETAILER

# Creating Sustained Competitive Advantage in Customer Experience

## SOLUTIONS DEPLOYED

- Strategy Development
- Digital Experience Optimization
- Testing and Personalization
- Analytics and Insights



# 20%

Increase in Short-Term Transactions



# 8.1x ROI

From Bolstered Personalization, Experimentation and Testing Efforts



# \$1.5M

Estimated First Year Revenue Lift from Experimentation Program

## Client Need

This sports equipment retailer understands competition – it's part of their DNA. They also know that if you're not improving, you're falling behind. Therein was the problem.

This retailer has a loyal fan base of soccer clubs and players across the USA trusting the brand for uniform purchases. However, there is always competition. Their team wanted to ensure that every aspect of the customer journey provided an optimized purchasing experience that anchored the user's hearts and minds to the brand, lest a competitor lure them away.

## BlastX Consulting Solution

BlastX Consulting helped the client clarify their customer experience strategy. We aligned the updated strategy with the organization's business objectives to produce a unified solution.

Armed with first-party data and User Experience (UX) analysis, we isolated key friction points across the customer journey.

In concert with the client, we implemented personalization touchpoints that promoted benefits and discount opportunities available to customers. We also established a robust experimentation and testing cadence to create a continuous experience improvement environment.

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