

WIZER

Case Study

Wizer's Combination of Great Service and AI Technology Helps maurices Discover New Growth Potential, Revamp Garment Fit, and Boost Fit Perception by 500 BPS

maurices leveraged Wizer to scale actionable business insights 50% faster and at 70% lower cost, allowing for more insights, more iterations, and new strategic initiatives that generated measurable revenue growth.

Background

Ascena Retail Group, a leading multi-billion group of retail brands, offers apparel, shoes, and accessories for women (Ann Taylor, LOFT, Lou & Grey, Lane Bryant, maurices, dressbarn and Catherines brands) and for teen girls (Justice brand). It operates ecommerce websites and over 4,800 stores across the United States and Canada.

maurices is innovating within the insights function to improve how Ascena's eight brands reach and engage customers amid "a crowded and highly competitive space," according to Kristin Anderson, AVP Customer Insights. "Ascena's commitment to women and girls is a driving force throughout Ascena and guides the business decisions we make every day."

Challenge

Like many companies, maurices is under pressure to deliver insights faster and more affordably. "One aspect of maurices' business that we've always struggled with is understanding our markets and our performance within those markets." And, with the evolving digital environment, "we need to be listening—constantly, and thoroughly—to what our customers are saying about us."

Kristin and her team were tasked "to quickly develop consistency across Ascena, deliver results at speed, maximize budget, and build a solution that could possibly be expanded. All that, and with only a staff of two."

It seemed an impossible task to find the right balance of technology and research expertise that cuts across four areas: Fast, low-cost, quality, and end-to-end. "We thought that the chances of finding all four of these together are close to zero... And then, we met Wizer," Kristin said.

maurices



Industry:
Retail



Products:
Women's clothing,
footwear and jewelry



Markets:
United States and
Canada



Owner:
Ascena Retail Group

Solution

Surveys. The solution focused first on survey automation in three key areas: Brand Health, Understanding Lapsed Customers, and Understanding New Customers. These surveys were executed multiple times and delivered via an online, always-on platform. This regularly augmented dataset then became a tremendous asset for deployment of Wizer's proprietary AI technology.

AI-Powered Insights. Once the dataset was large enough, the Customer Insights team leveraged Wizer's Knowledge Enhancement, Ingestion and Reporting Algorithm (KEIRA) which uses Natural Language Processing, multivariate correlations, and other data mining techniques to unlock more patterns and learnings. "What we found when we applied these processes was that we were able to bubble up new insights," Kristine said.

Wizer supported maurices end-to-end like a traditional agency would, but without the agency. "The Wizer people made it personal. Great service is crucial for strategic initiatives to really shine. And Wizer delivered nothing short of a freakin' awesome service."

Results

Faster & Leaner. The initial results were remarkable. "Wizer's technology made it faster! We are now getting our insights 50% faster. And also, much leaner. It reduced our spend by 70%! So now we can iterate and reiterate," Kristin said. In fact, maurices was able to use the savings to expand on insights that were uncovered.

Finding Growth. When maurices noticed "a demographic pattern about who was leaving and what their reasons for leaving were," the team needed to quickly understand the cause and develop an action plan to reinvigorate growth. By using a number of proprietary techniques available within KEIRA, the lapsed customer segment was connected to dissatisfaction with fit, even when the right size was available.

"Because we were able to do this so quickly, we were able to relocate the money and apply it against a completely different strategic initiative that hadn't even been on my roadmap," Kristin shared. "Fit is not an easy nut to crack. The fact that we have done this with Wizer, we had a solid foundation for the insights that really gave us the confidence to move forward in that direction."

maurices commissioned a fit vendor which revamped sizing and fit to boost confidence among their customers. The outcome was a 500 basis points improvement in perception of fit, driving growth for maurices by helping women truly look and feel great.

This was just one single insight from the analysis that maurices ran through KEIRA. The Customer Insights team has access to these insights and trending data displayed on dashboards in an always-on knowledge center. "So now we can truly understand. What we are, through what our customers say," Kristin concluded.

The insights team has already expanded the solution to dressbarn, another Ascena Retail Group brand. Kristin plans to implement Wizer across the rest of Ascena's portfolio.



We're thrilled with the insights that Wizer delivered! Wizer has managed to combine stellar customer experience with a tremendous business value.

Kristin Anderson
AVP Consumer Insights



GET STARTED TODAY.

Contact us at info@getwizer.com