

CASE STUDY

LIDS Sports Group partners with SkillNet to launch new tiered loyalty program, Access Pass, nationwide rewarding its customers with access to a premium level of membership.



LIDS Sports Group had an existing loyalty program, 'LIDS Club', operating on the Oracle® Retail Customer Engagement platform. Feeling the limitations of their existing loyalty program configuration, they wanted to expand their program to enable more rewards and an elite level of access to exclusive promotions, events, and discounts for their devoted customer base. With the goal of launching a new tiered loyalty program, LIDS selected partner SkillNet to design a solution to implement their new 'Access Pass' loyalty program across their existing retail applications, Oracle Retail Customer Engagement and Xstore POS.

SOLUTION

To design a comprehensive solution, SkillNet worked closely with LIDS' IT team to outline all the requirements needed to support their current business processes and to support the new desired functionality of their future Access Pass loyalty program. LIDS' Access Pass loyalty program would need to incorporate and migrate over LIDS' existing 'LIDS Club' loyalty program members and then offer both a free and a premium level of membership.

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Through the loyalty solution designed by SkillNet, LIDS has improved its ability to manage and operate its loyalty program in stores. "SkillNet has been a key partner in the successful launch of our new loyalty program with their deep understanding of the Xstore technology and how to modify it to fully maximize on our initial product investment. We are thrilled with the final solution that has empowered and expanded our sales associates' ability to better serve and reward our customers with the access level they desire when shopping in our stores," states Kevin Thompson, Senior Director, Applications Development for LIDS Sports Group.

XSTORE POS MODIFICATIONS

LIDS wanted to enable the capability to manage its Access Pass loyalty program from its in store Xstore POS systems. SkillNet's loyalty solution designed custom modifications to Xstore extending its functionality to allow LIDS' in store associates to sign up new members to its program through both the free membership level and purchase of the premium membership level at the POS terminal. Associates also have the ability to upgrade membership levels and allow customers to voluntarily opt-in to auto renew their annual membership all through their in store Xstore systems.

CUSTOMER ENGAGEMENT (ORCE) MODIFICATIONS

LIDS' existing Oracle Retail Customer Engagement application was configured to fully support the launch of their new Access Pass loyalty program. To move lifetime members from the existing LIDS Club loyalty program over to the new Access Pass loyalty program, SkillNet established and documented a migration process and then migrated the users over to the new loyalty program. SkillNet's team also created a script to populate customer attributes into the new program and handled the import of their existing clubhouse programs. To round out the configuration of their new loyalty program, SkillNet created an awards rules program and a demotion rule for Access Pass within the Customer Engagement application. With these comprehensive changes, LIDS' new loyalty program had fully integrated and incorporated the members of its prior loyalty program and was ready to launch.

RESULTS

SkillNet's team worked closely with the LIDS IT team to thoroughly test the new Access Pass loyalty program and prepare it for debut. After successful testing and program pilot, SkillNet supported the LIDS IT team to deploy their new Access Pass loyalty program to over 1,000 store locations nationwide.



CLIENT

The LIDS Sports Group, operating within Hat World Inc. (a subsidiary of Genesco Inc.), is a leading North American omni-channel sports licensed retailer comprised of the LIDS retail headwear stores, the Locker Room by LIDS specialty fan retail chain, and ecommerce businesses www.lids.com and www.lids.ca. Operating out of Zionsville, Indiana, the retail businesses make up more than 1,200 mall-based, airport, street level and factory outlet locations nationwide, and in Canada and Puerto Rico.

INDUSTRY

Specialty Retail
» Licensed and Branded Sportswear

APPLICATIONS IN SCOPE

» Oracle Retail Xstore POS
» Oracle Retail Customer Engagement

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