



Gewandhaus Gruber increases customer loyalty and sales revenue by using cutting-edge IBM and IBM Business Partner technology.

Overview
Gewandhaus Gruber Erding, Germany www.gewandhaus-gruber.de
Industry <ul style="list-style-type: none"> Retail
Employees <ul style="list-style-type: none"> 1,000
Products <ul style="list-style-type: none"> IBM Anyplace Kiosk IBM DB2® for Linux®
IBM Business Partner <ul style="list-style-type: none"> it-werke Technology GmbH

“The system is unusual and distinctive...it has a number of practical advantages... particularly in terms of lower operational costs. With no need to print cards, post them, manage them and replace them when lost, the savings are considerable.”

—Svenja Wittrowski, project leader,
Gewandhaus Gruber

Gewandhaus Gruber is a clothing retailer with a 350-year history of dressmaking and retailing. It currently has eight branch stores, two outlets and a sports shop where it sells both traditional Bavarian clothing and formal dresses of other brands.

Challenge

Gewandhaus Gruber is a successful mid-level to high-end clothing merchant in Germany. Wanting to better understand and reward its existing customers while attracting new ones, the company decided to implement a customer loyalty program. But traditional card-based loyalty solutions were predictable and could be expensive to maintain. Instead, the retailer sought a cutting-edge loyalty offering that would help it increase revenue and differentiate itself from its competitors.

Solution

Using a combination of IBM and IBM Business Partner technology, the retailer launched the first fingerprint identification-based loyalty program and payment method in Germany. The solution allows the client’s loyalty club members to quickly and conveniently pay for items via a fingerprint scanner that also tracks purchases and that rewards members through loyalty incentives. Further, it provides Gewandhaus Gruber with in-depth sales reports that provide decision makers and marketers with valuable insight into the way customers spend their money.

Benefits

- Earned €2.6 million—15 percent—of annual revenue in just six months through approximately 4,500 club members
- Saved €100,000 in operational costs over a comparable card-based loyalty program
- Increased revenue by 4% and improved customer satisfaction



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IBM Corporation
1 New Orchard Road
Armonk, NY 10504
U.S.A.

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