

SAVANTIS

Sports Basement

Industry: Retail
Revenue: \$50 – \$75 Million
(approx.)
Employees: 400 (approx.)
Solution: Mobile app that facilitates a unique customer loyalty program

What is the Basemateer App?

The Basemateer App is Sports Basement's version of a Customer Loyalty program. They charge a one-time fee of \$25 to join this program, in exchange for a 10% discount on all of their transactions, and Sports Basement will donate 10% of their annual profits to the charity of their choosing.

Benefits:

Right now, the Basemateer App is primarily being used to collect basic customer demographic information so that Sports Basement can gain a better understanding of their customers. As the members begin making purchases under their account numbers, SAP will start to develop a shopping history for these customers, which Sports Basement can then use to develop marketing initiatives targeted towards specific customer demographics.



Success Story:

Customer loyalty gets a makeover thanks to the Basemateer app

The Challenge

Sports Basement, a sporting goods retailer based in the San Francisco bay area, already has a loyal customer base in the sense that they are typically these customer's first stop for all of their outdoor sporting good needs. However, they lacked any kind of formal program to collect valuable marketing data on these customers. According to Aaron Schweifler, Director of Operations at Sports Basement, "we understand that it's increasingly important to have a one-on-one understanding of our customers. With this loyalty program, we wanted to get an email database, start tracking shopping history... all the classic loyalty things."

Sports Basement already offered a 10% discount to members of local gyms, but this discount was manually entered into the system by sales associates and they had no way of attributing this shopping history to specific customers. They started to create a membership page on their website, but they could not produce the customer experience they were looking for. They turned to the Savantis to see if their concept might be better executed in a mobile app.

The Solution

In keeping the customer top of mind when developing this app, the signup form only asks for the most basic information from the customer. Sports Basement wanted to make the initial sign up process as quick and easy as possible, "but now that we've got their basic information, we can come back to them later to collect more information about their shopping habits and preferences." And SAP is already collecting that information naturally as purchases are being made to their accounts.

The Results

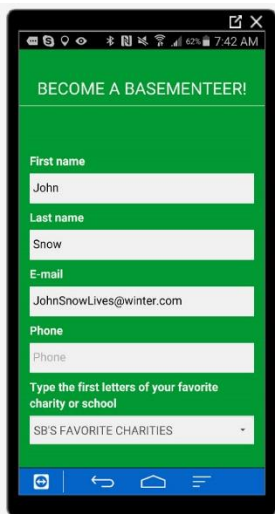
According to Aaron, "there was a huge pressure to get this app going with short notice to Savantis, and it was quickly spun up with the look and feel that we wanted. The ROI has been great so far because there was very little initial investment on our part because we used things off-the-shelf, which helped the app launch as quickly as it did. So far, the app has worked very well, and I would have heard about it from our staff if there was a problem. If it says 'Success' on the tablet, it's getting into SAP. Which is a great, confident feeling."

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Notable Numbers

- Over 30,000 customers have signed up for the Basemateer program since it launched just 6 months ago. That speaks volumes for the loyalty of Sports Basement's customers, keeping in mind it costs \$25 to sign up.
- Sports Basement estimates that Basemateer members are more likely to **spend 2x as much** on their purchases and are **2x more likely to engage with emails**, when compared to more generic shoppers or customers who have chosen not to sign up for the program.
- At one store event Sports Basement hosted less than a month after the app launched, between **1,000 – 2,000 people signed up for the program in just 2 hours**, with 6 tablets being used simultaneously.
- So far, there are **over 700 beneficiaries** (100 charities and 600 local schools) in the San Francisco bay area that will be seeing donations from Sports Basement as a result of the Basemateer program. As proof of the level of Sports Basement's engaged customers, these participating charities were all requested to be included in this program by Sports Basement customers.



This is the sign up form that customers fill out in order to join the Basemateer program. Once this form is submitted, it is saved in SAP in real time.



About Savantis

We help mid-sized organizations to cost-effectively implement and benefit from SAP software. We offer complete implementation services, training and recruitment assistance, mobile apps, hosting, and technical support provided through SAP's world-class Application Management Services (AMS). Our mission is to provide SAP technology and complementary products to mid-ranged businesses, but better, faster, and more cost-effectively than high-end, more expensive consulting firms.

Our Mission is to build long-term, mutually beneficial True Partnerships with our customers, because we believe that these relationships are the only ones worthwhile to be a part of, and the only ones that last.

We are your one-stop-shop for all of your SAP needs, and we will be here to help you every step of the way. Contact us to schedule a FREE customized demo today; we'd love to chat with you.

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