



7-Eleven Vietnam Drives **303%** Increase in New App Customers With 360-degree Customer Profile



About 7-Eleven Vietnam

The global convenience store powerhouse opened its first store in Vietnam in 2017, making Vietnam the 19th country where the world's largest convenience store is present. 7-Eleven Vietnam offers convenient, fresh, and hygienically prepared proprietary food items which stay true to Vietnamese culture, like milk tea, kumquat tea, coffee, mixed noodles, and signature Vietnamese bread.

7-Eleven Vietnam has a phygital model of business. There are physical stores across multiple locations in Vietnam along with their 7-Eleven app that allows customers to shop via mobile app and save on exclusive deals, earn points with purchases, and redeem exclusive perks.



78%

increase in MAU in 2022

303%

increase in new customers on the app

20%

increase in stickiness vis-a-vis the benchmark for retail companies in Southeast Asia

40%

reduction in the uninstall rate

Initial Struggles To Understand Customer Behavior Across Channels

Initially, the team at 7-Eleven started to build their in-house customer engagement solution. Building such a solution in-house meant higher technical debts, maintenance costs, and risks in terms of performance efficiency. Moreover, they were more prone to face challenges when addressing emerging needs with an in-house solution.

Since 7-Eleven receives traffic from multiple sources, they need a robust infrastructure to capture the traffic and create a unified view of the customer, understand their behavior, and promote products and campaigns accordingly.

Personalization was an essential requirement for the 7-Eleven team. Since their goal was to boost purchases on the app, sending personalized communications based on customer behavior and preferences was paramount.

With the ever-increasing customer acquisition cost, 7-Eleven wanted to improve its stickiness rate and reduce uninstalls. This would only be possible by understanding why customers churn from the app and designing measures to retain them.

Need For An Scalable Omnichannel Engagement Platform

Owing to the phygital nature of the business, where they initially faced challenges in accurately understanding customer behavior and preferences, 7-Eleven Vietnam needed a customer engagement platform with omnichannel communication and advanced analytics capabilities. They needed an intelligent solution to automate their campaigns and further personalize them based on customer segments.

Another aspect that played a crucial role in their decision-making process was local, on-ground support. Proactive customer support was essential for a conglomerate like 7-Eleven, which operates on a massive scale.

After researching various customer engagement platforms available in the market, the team zeroed in on MoEngage. The presence of advanced analytical, segmentation, and engagement capabilities in a single platform helped them pick MoEngage.



We found our ideal customer engagement platform in MoEngage. Considering our scale of operations, our integration experience has been extremely smooth. Since the beginning, the local team has been diligent and supportive, always helping us with quick resolutions to all our queries. With our partnership, we have seen a 78% increase in MAUs and an incredible 303% increase in new customers on the app.

Trung Luong

Director of Technology, 7-Eleven Vietnam

Syncing Offline and Online Channels for a Seamless Customer Journey

With customers coming in from multiple channels, 7-Eleven Vietnam needed a complete understanding of its customers. With MoEngage's unified customer view, they can combine data from offline and online channels to create a 360° view of their customers. This helps them gain insights into traffic sources, point-of-sales data, and campaign trends in a single dashboard. This cohesive understanding helps the team at 7-Eleven to create successful campaigns that drive more conversions.

Additionally, the 360° customer view helps them set up geo-fencing campaigns. By understanding customer behavior and preferences across offline and online channels, they can create location-based campaigns that promote stores nearby to the customer's location. This helps them in increasing footfall and offline conversions.



Analytics to Improve Stickiness and Retention

One of the core metrics tracked by the 7-Eleven Vietnam team is conversions across each stage of the conversion funnel. Using cohort analysis, they better understood their existing customer base and subsequent behaviors like repeat purchases and hibernation. These insights help fuel their campaigns that help improve conversions across all stages of the customer journey.

On the other hand, user path analysis helped them uncover friction points in the customer journey and identify customer actions before uninstalling the app. Being able to pinpoint issues like conversion funnel leaks or changes in customer behavior helps them narrow down best practices and areas of improvement for optimizing the purchase experience. Understanding the customer experience, in turn, helps them in improving customer satisfaction, repeat purchases, and app stickiness.

Behavioral Segmentation to Improve Conversion

7-Eleven Vietnam uses RFM (Recency, Frequency, and Monetary Value) modeling to segment customers based on their past interactions with the app. The RFM model segregates customers into ten categories: champions, potential loyalists, recent customers, needs attention, loyal customers, etc.

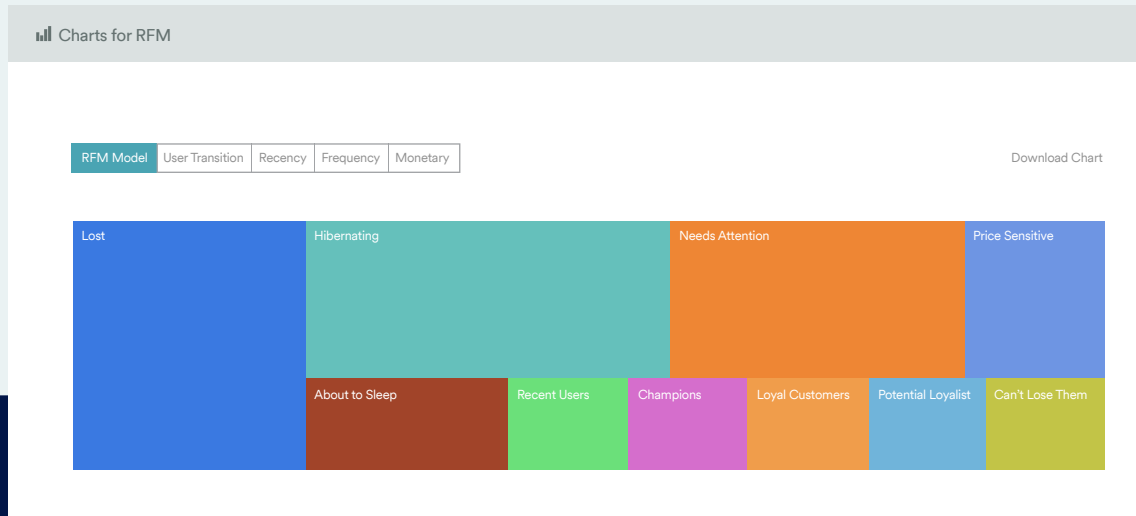
Based on the categorization, the team at 7-Eleven applies different promotional strategies for different segments. Customers of the loyalist segment will receive monthly newsletters to help them stock up on essentials.

On the other hand, hibernating customers will receive daily/weekly campaigns highlighting deals based on their recent product views.



Potential loyalists will receive a reminder of reward points that will expire soon. A customer in the 'needs attention' segment will receive personalized campaigns based on 'First name' and 'Items viewed.'

Additionally, segmentation helps them create personalized promotional campaigns, which help them increase their conversion rate.



Results

Seamless integration of offline and online channels resulting in increased conversions across both channels

Enhanced understanding of the customer behavior and segments, helping the team personalize campaigns and flows

Automate customer engagement at scale with on-ground local support in the Vietnamese language to help with immediate solutions

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MoEngage Features Used By 7-Eleven Vietnam

[Omnichannel Communication](#) | [Uninstall Analytics](#) | [Customer Insights and Analytics](#) |

[Geofencing](#) | [RFM Segmentation](#) | [Cohort Analysis](#)

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Kredivo, Alfamart, BliBli, Stockbit, XL Axiata, Alodokter, Mamikos, POPS Worldwide, CIMB Bank, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion monthly customers. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

To learn more, visit www.moengage.com.

MoEngage was recognized as a [Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer'](#) for the Multichannel Marketing Hubs Report and a Strong Performer in the [Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation](#).

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