



CASE STUDY

The Body Shop's data journey

See how The Body Shop Modernised, Managed and Monetised their data in just three months to become a data driven business.

Background

Like every retailer, The Body Shop were under pressure to adapt to a changing marketplace, fast. They knew that data held the answer to better customer interaction, sustainability and increased revenue, but didn't know how to realise those plans and make data a force for good in their business.

Agile guided The Body Shop to Modernise, Manage and Monetise their data in just three months – delivering a full transformation that enabled the brand to stay true to their values, deliver excellence to their customers and enjoy commercial results with their data. Here's how we did it.

The Body Shop's data goal: to become a data-driven organisation

The Body Shop's aim was to align their data and IT investment with their business strategy, extracting real commercial value from their data.





Modernise

As an omnichannel retailer, The Body Shop collates vast volumes of data from customers and products. At the start of our engagement, The Body Shop had six data sources with 20 terabytes of data across numerous technology stacks: these Data Silos were preventing data from being utilised effectively across the business.

Agile developed a strategy that identified the best platform to unify their data and a roadmap that would augment the platform over time to support their overall Data Strategy.



Manage

With consultation from Agile, The Body Shop selected Microsoft's Advanced Customer Data Platform and Synapse to unify data for web analytics, in store and online transactions, together with marketing and campaign data.

The platform was able to ingest data from key source platforms, centralising information and accelerating their unified customer data processing.

Crucially, as a Minimum Viable Product (MVP), the platform is now able to grow and develop in line with ongoing feedback from the team, creating a more sustainable and value-driven approach to The Body Shop's data initiatives.

This transformed the way that the business used and connected with data, not just from a technological perspective, but culturally and operationally.



Monetise

With the new platform in place, The Body Shop can enhance their data science capabilities and implement self-service Business Intelligence (BI): creating a more self-sufficient approach to data.

Processing and collation of data is now fully automatic: this takes place every day, giving data professionals across the enterprise access to high quality data and enabling better business outcomes thanks to readily available insights.

As well as enabling more informed customer engagement – thanks to customer insights – the platform provides full transparency of ongoing costs and budget controls, allowing The Body Shop to optimise their spend.

If you're interested in hearing more about how we can help you manage your customer data, get in touch with our team today.

Get in touch

Agile

The Result

"As part of Team Grace and our Data Platform initiative, Agile successfully delivered a minimal viable product based on Azure Synapse in addition to a pilot for Dynamics Customer Insights. Rapidly utilising up to 20 Terabytes of data **the solution identified 35,000 new customers through out of the box machine learning models**, which in turn created over twenty new segments and measures, while enabling the Data Platform to break down Data Silos and unlock big Data Sources into one platform for the first time"

Tony Butler, Software and Data Engineering Director,
The Body Shop International