



# REFINE YOUR FRANCHISE BUSINESS MODEL USING DATA INTELLIGENCE

Nedbank's Data Mining Tool helps franchise owners hone their business model and give customers what they want.

The business of franchising is competitive and customers' expectations are ever-increasing. Insight into whether your customers prefer interpersonal interaction in-store, or want to be approached online or through social media can give you a valuable competitive advantage. This is the true value of data intelligence. And, with Market Edge™, Nedbank's data mining tool, you are able to collate data effortlessly from one convenient touchpoint.

## TRANSFORMING DATA INTO VALUABLE INSIGHTS FOR FRANCHISES

In 2015  
Nedbank  
became the first  
bank in South Africa

to offer franchises a data analytics tool that records customer spending behaviour. The tool offers behavioural insights, mined from big data, on a web-based platform. It provides customer transaction history, spending patterns, income segmentation, gender and age demographics. Market Edge™ is available to Nedbank's small, medium and large card-accepting clients in South Africa.

## SUCCESS STORY: DATA INSIGHTS HELPED HARDWARE RETAILER BUCO TO DEFINE ITS DEMOGRAPHICS

In 2015 BUCO store managers believed they had developed a method to establish whether men or women are their most frequent customers. They established which sites, from their 46 locations spread across South Africa, have the most loyal customers and the suburbs where those customers are based.

Managers believed their method was precise, until they implemented Market Edge™.

Market Edge™ enabled BUCO to determine which regions enjoyed the most repeat business and which areas saw the most new customers. This information dictated their marketing strategy in those regions.

At BUCO Nelspruit, which is on the Crocodile River in the northeast near the Kruger National Park, the data revealed that a significant portion of the clientele at that store is female. The store manager introduced a Saturday craft workshop featuring chalk paint, which is a huge hit and has increased the sales of craft accessories.

'We can now look at card transaction data and see that on a Wednesday at 9:00 we have more card transactions than on any other day in the week, and that most of these people are over the age of 50. That's our pensioner day.' – Judy Gounden, Group Marketing Executive at BUCO's parent company, Iliad Africa

## LEVERAGING INFORMATION AS A SERVICE

Market Edge™ helps franchisees understand their customers better so that they can deliver more personalised experiences. This helps convert new business into repeat business, which has a ripple effect on the growth of market share.

Market Edge™ provides:

1

More profound insights into your customer base by extrapolating enormous

amounts of data that can be segmented by race, age, LSM or gender for a targeted marketing approach.

2

Comparative performance data to determine the best-

performing stores, identify lost business, and help with decisions to control operational costs.

3

Average transactional value tracking at specific times. This gives franchisees an

accurate understanding of when their stores are busy, when they're not, and why. These insights can help plan staff shifts, stocktaking and promotions.

Models can be created to predict which customers will purchase what products and when, or which customers are leaving and what can be done to retain them. As a result businesses are able to increase their response rates for marketing campaigns and improve anticipated resource demands.

'Having a tool like Market Edge™ makes you aware of facts. It's not making decisions based on a gut feeling. It's analysing your market effectively and making decisions based on historical data.'

– Ezeln Jones, Senior Marketing Manager, Burger King

## GET IN TOUCH

To find out more about how Market Edge™ can help you, visit [www.nedbank.co.za/marketedge](http://www.nedbank.co.za/marketedge) or send an email to [marketedge@nedbank.co.za](mailto:marketedge@nedbank.co.za).

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