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THE DIGITAL ACCELERATION COMPANY®

# Grupo Lar

Elevating Customer  
Experience Through  
Tech & Innovation

# Grupo Lar:

## Elevating Customer Experience Through Tech & Innovation

**+25%**

Boost in Club Membership

**+34,049**

App Downloads Since the January 2023 Launch

**+12,907**

Promotions Redeemed

**+144**

Events Published

### 1. About Grupo Lar

Grupo Lar is a prominent player with over 50 years of experience in the real estate industry. They manage the Lar España Real Estate portfolio, specializing in real estate investment and management, overseeing 12 assets encompassing more than 500,000 m<sup>2</sup> of GLA. Impressively, these properties have collectively attracted over 81 million visits in the past year alone.

Grupo Lar's unwavering commitment is to transform its centers into the top choice for customers seeking shopping and leisure experiences. They aim to foster customer loyalty, encourage repeat visits, and drive increased sales.

### 2. The Challenge

In 2018, Grupo Lar embarked on a pilot project, introducing their loyalty app, "Club Disfrutones," at the Portal de la Marina Shopping Mall in Alicante, Spain. The primary goal at that time was to raise awareness and boost subscription numbers.

With positive client recognition and promising growth, Grupo Lar expanded the initiative to six other shopping centers in Spain in 2019. Their objective evolved to adding more value and gaining deeper insights into visitor preferences through:

1. A revamped mobile app serving as the hub for all “Club Disfrutones” interactions.
2. Advanced data capabilities enabled by an industry-leading CRM like Salesforce.
3. The introduction of new functionalities to streamline, automate, and personalize interactions.

To achieve this ambitious transformation through innovation and technology, Grupo Lar partnered with Making Science. Leveraging their strong alliance with Salesforce, extensive knowledge of its product ecosystem, and proven experience in developing hybrid apps, Grupo Lar successfully modernized its technology landscape. This not only enhanced store operators’ loyalty and satisfaction but also enriched the customer experience.

### 3. The Solution

In 2022, with the growing “Club Disfrutones” membership Grupo Lar emphasized the strategic significance of data. Recognizing the need for a robust data system, they enlisted the expertise of Making Science to lead this transformation.

At the core of this transformation was the leading CRM platform, **Salesforce**, capturing each interaction and preparing every insight to be harnessed, marking a new era in Grupo Lar’s customer engagement strategy. Various Salesforce products were deployed, creating a comprehensive data strategy within an integrated technology ecosystem:

- **Service Cloud:** This secure repository collects users’ basic information, consumption behavior, and interaction data. Advanced segmentation of user

preferences facilitated the effective activation of insights.

- **Marketing Cloud:** This versatile tool facilitated personalized, agile, and automated communication through various channels such as push notifications, email, SMS, and WhatsApp. Leveraging data from Service Cloud, campaigns were tailored to specific segments, and actions were automated to enhance conversion rates and promote “Club Disfrutones” benefits.

Making Science experts seamlessly integrated into the Grupo Lar team, providing guidance and expertise throughout the project’s lifecycle. From conceptualization and functional data model creation to defining a structured approach for capturing and analyzing customer interactions, they delivered a comprehensive 360° service.

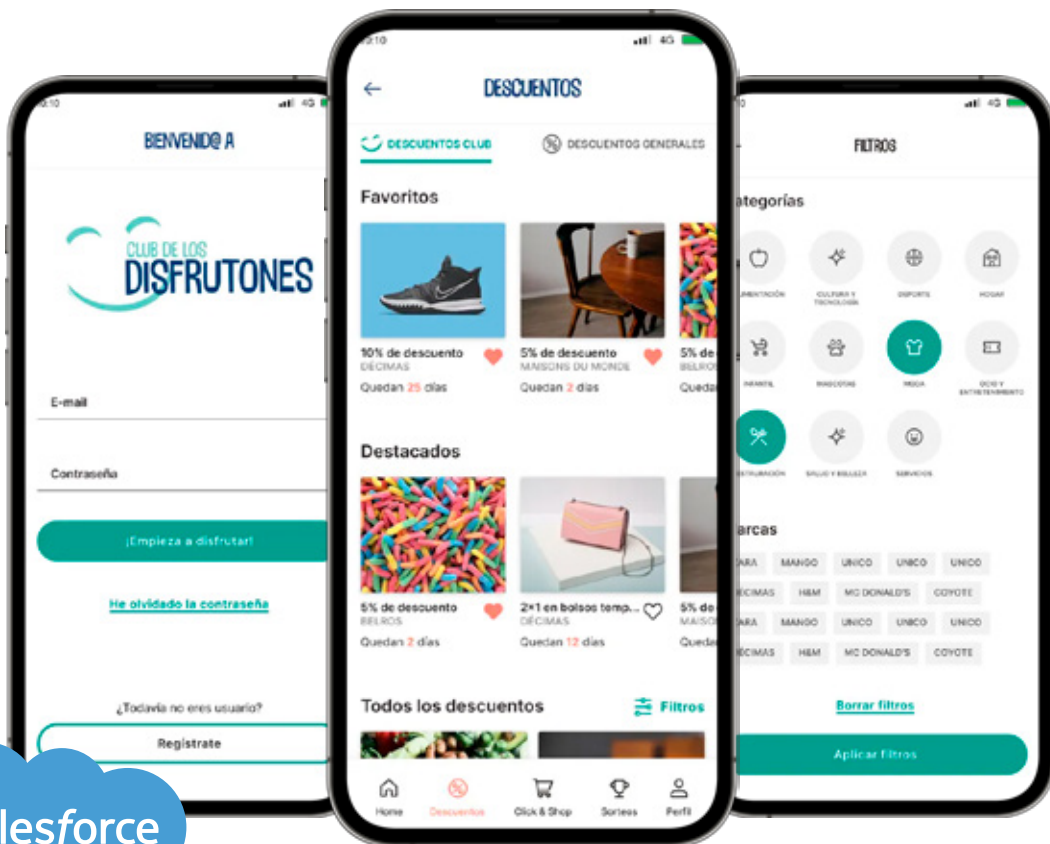
As the data foundation was laid, Grupo Lar needed a new “Club Disfrutones” app, prioritizing user experience and innovative features. This app became the primary communication and interaction channel, offering users exclusive offers, promotions, and content from their preferred shopping mall while allowing Grupo Lar to monitor all interactions for adaptation, personalization, and automation of communications via Marketing Cloud.

Following a hybrid approach to enhance campaign success, the app combines the elements of a native app (developed for iOS and Android) and a web app (to be accessed via internet browser). Prioritizing UI/UX ensured an engaging and user-friendly interface. The Heroku cloud-based service from Salesforce was chosen for app development due to its versatility and flexibility in handling complex functionalities.



The strategy's strength lies in the seamless integration of Salesforce Service Cloud with Heroku, resulting in a more robust CRM system. SDKs connected to Marketing Cloud enabled bidirectional communication, including push notifications, thus enhancing customer engagement.

Additionally, the integration of Optical Character Recognition (OCR) technology automated data verification for activities promoted through the app, such as events, contests, and promotions that required submission of purchase tickets. Before this functionality, visitors had to physically present tickets at Info Desks, resulting in long wait times. OCR streamlined the ticket verification process, optimizing employee resources and improving customer satisfaction while preventing ticket fraud.



## 4. Results

Since implementing the new system in January 2023, Club membership has grown by over 25%. The company now has access to valuable data and insights on consumption trends, including preferred brands, average ticket values, and categories.

The app has been downloaded by 34,049 users, with an average of approximately 4,000 downloads per month. Furthermore, users have redeemed 12,907 promotions through the app, and 144 events have been published, significantly boosting customer engagement. The data gathered from these interactions provides invaluable insights that Grupo Lar is leveraging to refine further and customize its customers' experience.

Salesforce products have unlocked limitless functionalities, advanced security in data processing, and flexible integration with various sources. Service Cloud efficiently and scalably grouped data, while Marketing Cloud improved and personalized the customer experience, enhancing customer loyalty. Automation capabilities have played a pivotal role in optimizing time management, allowing Grupo Lar to coordinate with providers and operators efficiently and send relevant personalized communications to clients based on their preferences.

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*Making Science has been our key partner in implementing Salesforce. Their professionalism, collaboration, and commitment were instrumental in the project's success. They effectively tackled challenges and met tight deadlines for the end-to-end project, from conceptualizing the functional model and developing the new app with advanced features to deploying solutions for massive data loading.*

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**Ana Redondo Moreno**

Director of Marketing  
for Shopping Centers at  
**Grupo Lar**



Success case: **Grupo Lar**

## 6. Looking into the future...

With Making Science by their side, Grupo Lar is not only advancing in their business but also shaping the future of customer experience in the retail sector. The ongoing collaboration could potentially expand to include the development and deployment of new functionalities, such as a rewards points system and the integration of other external data sources to centralize information.

## 7. Conclusion

The collaboration between Grupo Lar and Making Science has not only set new standards in customer experience but also positioned Grupo Lar as a leader in the real estate and retail industry.

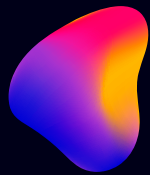
The benefits of this collaboration are far-reaching. Grupo Lar now possesses invaluable insights into customer preferences and consumption trends, enabling data-driven decision-making and revenue optimization. Moreover, the enhanced user experience and streamlined processes have not only driven customer loyalty but also improved operational efficiency, freeing up valuable resources.

Through innovation, advanced technology, and a relentless commitment to customer satisfaction, Grupo Lar has redefined the future of shopping and leisure, promising even greater advancements in the journey ahead. This partnership serves as a beacon for other companies seeking to elevate customer engagement and achieve sustainable growth in an ever-evolving market landscape.

## 8. Why Making Science?

Making Science's ability to offer a holistic approach, tailoring solutions to Grupo Lar's unique requirements while demonstrating a commitment to collaboration and delivering results, made them the ideal collaborator. This partnership has not only revolutionized Grupo Lar's customer experience but has also solidified their position as an industry leader, setting new standards for others to aspire to in the real estate and retail sector.





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