



## "CLEAN WATER" COMPANY CASE



Чистая  
ВОДА

### Profile

Country: Russian Federation  
City: Kemerovo  
Population: 558,662 people  
Beginning of cooperation: July 8th 2019 г.  
Experience: 22 years on the market

"Clean Water" company produces artesian water in Kuzbass area. The company delivers water to 13 cities on its own and with help of distributors.

"Clean Water" actively participates in social networks, has website and uses a variety of online tools to attract more web traffic.

Company's management works hard to increase their customers' loyalty, to provide excellent service and pays close attention to their clients' needs. It was one of the first companies to start producing their own face masks, antiseptics and board games during pandemic.

### Let's break down current problems

- The company seeks to create more convenient services for their customers by implementing various tools into their business processes. Development and technical support of these integrations cost a lot of money.
- The number of individual clients isn't enough.
- Additional products in inventory only include pumps and water coolers.
- Operators generally accept orders by the phone, couriers have to deal with a lot of paperwork, not all business processes are digitized.
- Advertising campaigns analytics don't show the whole picture.

Things that were done

# CREATED A CONVENIENT SERVICE FOR CLIENTS **STEP 1**

Goals: have existing and new customers switch to mobile app usage; install sales widget on the company's website; implement online payments; decrease costs

Until "Clean Water" started to work with us, the management of the company invested large funds into improving existing services: developed multi-paged website, integrated online payments with the website. But it costs a lot of money to develop a mobile app and to keep it updated and that's why our partners have switched to our ready-to-use system.

Firstly, we've added mobile app and attached sales widget for online orders.

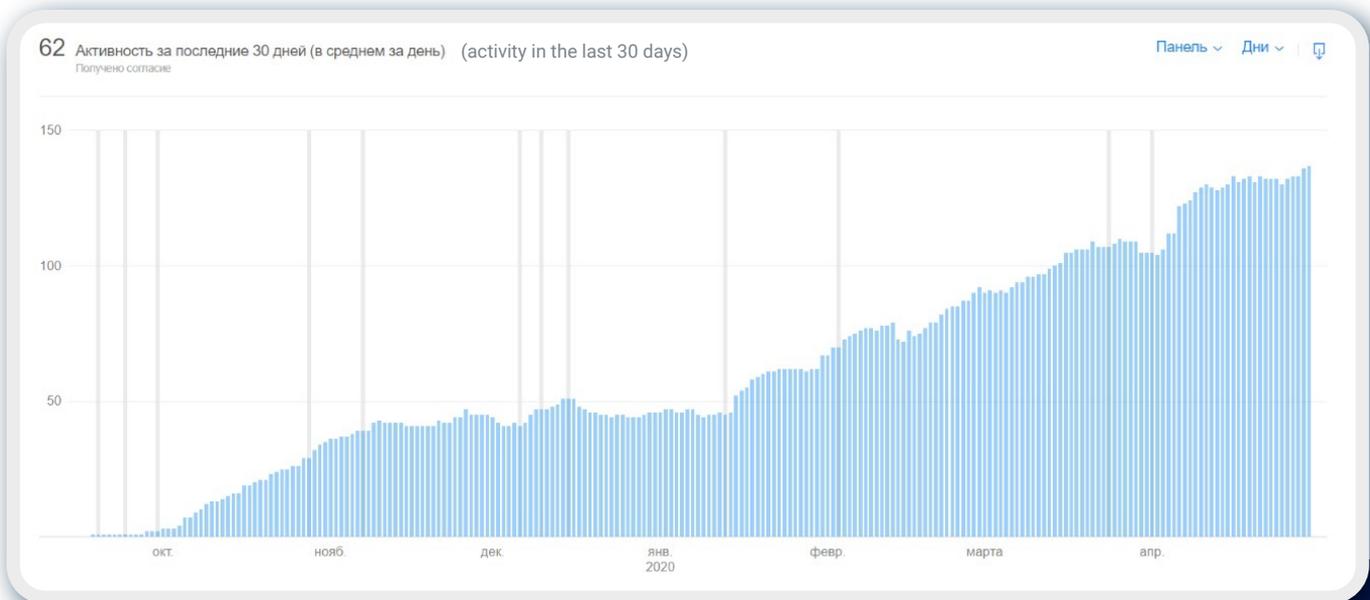
To have customers to switch to mobile app we've used:

- contextual advertising
- social networks
- banners on company's websites and local media
- SMS-notifications
- leaflets
- bottle hangers
- posts in local media sources
- pop-up window with QR code etc..

Under current circumstances online payments became a big hit. We've connected acquiring of Sberbank with mobile app and website's sales widget in October 2019.



Number of active clients in Google Play



Number of active clients in App Store

## Results

**12%**

of gross profit

Percentage of orders through mobile app and website

The indicator is constantly on the rise

**66%**

of total orders

paid online in mobile app

Considerable savings in online tools development for the service

Quick work connectivity with current trends and new content

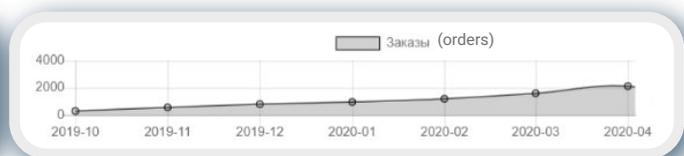
**631**

downloads in April

**1100**

active customers in the app

## Active customers



# AUTOMATED STAFF WORK PROCESSES

# STEP 2

Goals: decrease operators' workload; have distributors to work with the system; receive feedback from customers in a timely manner

Operators work in sales panel provided by us, process orders from mobile app and website. In the future, "Clean Water" plans to transfer their distributors to work with our CRM.

Operators can communicate with customers and resolve problems quickly via in-app chat.

## Results

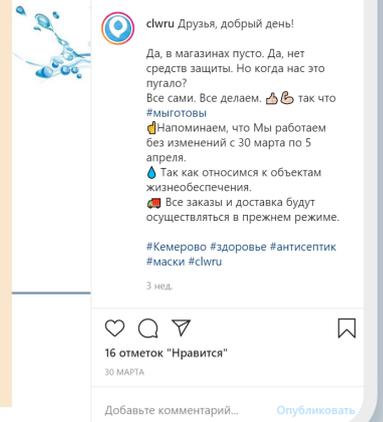
**5%** increase in phone calls

simplified communication between customers and operators with help of in-app chat

# MADE CUSTOMERS EVEN MORE LOYAL STEP 3

Goals: implement loyalty system; adapt work processes to changes on the market

Our partner reacted quickly to events happening during pandemic. There was a shortage on PPE - the company started producing face masks and antiseptics on their own. Started selling branded board games - "Dobble" and "Twister"



Loyalty of customers to the company can be clearly seen on the graph of repeated orders. The graph shows developing success of mobile app usage and company in general and provides customers' rating in comparison with previous periods.

## clients / orders



X-axis indicates number of customers  
Y-axis indicates number of orders

Green zone – current month results  
Red zone – last month  
Blue zone – the month before last

From the graph you can see an increase in number of customers placing repeated orders and being attached to the app.

**5%** monthly increase of clientele database

**>1600** installations from Apple Store and Google Play

Increased number of repeated orders

Mobile app became needed

Have customers to get attached to the app

## INCREASED AVERAGE SALES CHECK **STEP 4**

Goals: provide full assortment of products and add-on products in mobile app; add follow up products and promo deals



Added additional products: tea, coffee, face masks, board games and antiseptics. Added marketing tool "follow up products". While placing an order, a customer sees products in a addition to main ones.

This is like being at the register in the store - seems like you have everything you need, but will get an additional candy or some trinket if there is one:)

Additional equipment included only pumps and water coolers.

**15**

new products and services were added at the beginning of the app

**6** new promo deals implemented monthly

Promotional deals and discounts shown in the app in form of colorful banners on top of screen provide great results

Currently we are getting ready to launch a new line of products - coffee products from "DODO" company. You too can participate in our partner programm and receive ready-to-use mobile app under Your brand for free.

[find out more](#)

added **15** new products

**ALL** products can be seen in mobile app and website

Operators don't need to present full assortment of products

# MADE MARKETING **EASY TO UNDERSTAND**

# STEP 5

**Goals: show online and offline advertising statistics in a comprehensive way; connect to marketing panel, start using advertising tracker tool**

The company pays a great deal to marketing and analytics. Starting this year, **contextual advertising falls under our responsibility.**

Providing good results motivates the company to increase marketing budget.

You can find detailed reports on clients, orders, bottles and money. And the tracking system lets to use **marketing budget effectively.**

The tracker shows **every penny at work.** Which channels bring the most number of customers, orders sales total, which products are more popular and repeated ordering customers.

"CLEAN WATER" COMPANY SHOWS EXCELLENT RESULTS INSPIRE OF CRISIS SITUATIONS. THANK YOU FOR BEING PARTNERS WITH US, FULL STEAM AHEAD! IT'S OUR PLEASURE TO BE USEFUL TO YOUR BUSINESS, WE WILL MAKE OUR BEST TO PROVIDE GREAT SERVICE.

**I want the same!**