

## weightwatchers

Weight Watchers

### Weight Watchers uses Oracle Customer Hub to consolidate 30MM client records

#### Challenge

Complex understanding of overall client relationships leading to poor customer experience

Irregular client retention across channels

Improper understanding of product usage and offer value-based SVCs

Inconsistent delivery of targeted campaigns across channels

#### Solution

- ✓ Created a 'Single Member View' business initiative tied to a new CRM launch
- ✓ Configured Oracle Customer Hub to support multi-org objective
- ✓ Enabled global rollout including, US and France

#### Outcome

Consolidation of 30MM records from three systems into Oracle Customer Hub and Informatica DQ

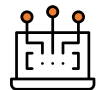
Segregation of US and French data

Expected ROI of \$7MM over 5 years with 24 months breakeven

#### Our Services



Cloud Modernization



Data Strategy & Business Value Assessment



Data Analytics & Engineering

#### Our Recognitions



150+ Customers

