Reimagining Retail CRM:

How to Drive Engagement, Revenue, and Lifetime Value in the Age of Real-Time Personalisation.

bloomreach × WeDoCRM. The insourced CRM agency

By WeDoCRM

Executive Summary

The retail sector has changed dramatically since the rise of online shopping and the impact of the pandemic on the high street, and so have the rules of customer engagement.

Today's consumers demand more than just products and transactions; they expect personalized experiences that are timely and seamless across every channel and touchpoint. Retailers are aware of this, but many continue to operate with outdated CRM ecosystems that weren't designed for the pace, complexity, or expectations of modern-day commerce.

At WeDoCRM, we work closely with retail brands navigating this exact challenge. While the vision for customer engagement is ambitious, the reality is that fragmented data, slow systems, and outdated thinking limit most CRM strategies.

In this whitepaper, developed in partnership with Bloomreach, we reimagine what retail CRM should look like in 2025 and beyond. We'll explore how retailers can break down silos, accelerate real-time insight, and unlock revenue through real-time personalization, without blowing the budget or overcomplicating the tech stack.

The Current Retail CRM Landscape

Retailers have no shortage of platforms to choose from: CRMs, ESPs, CDPs, & CMSs. Yet ironically, none of this technology has translated into better customer experiences or higher marketing ROI.

Instead, we consistently see retailers experience the same challenges & pain points:

Data silos between CRM, ESP, CDP, and CMS

Customer data is trapped in outdated and isolated systems, making it nearly impossible to activate real-time insights or create a single customer view.

Missed revenue and poor customer experience

All of these issues add up to one major problem: missed chances to engage customers, increase conversions, and improve lifetime value.

Personalization that feels anything but personal

Without the ability to react in real-time, brands resort to static, generic, unpersonalized campaigns that miss engagement and damage trust over time.

High licensing costs and underutilised functionality in legacy platforms

Businesses are paying premium prices for tools they're barely using, because they're too complex, or simply not fit for purpose.

Slow speed to insight & action

Marketing and CRM teams are often stuck waiting days (or weeks) for the data and decision-making they need, meaning by the time they act, the opportunity has passed.

This whitepaper sets out a new vision for Retail CRM: agile, connected, and relentlessly customer -focused. Together with Bloomreach, we'll unpack the key pillars of success and how to build a smarter, faster, more profitable CRM engine for your retail brand.

The Evolution from Legacy CRM to Dynamic, Real-time Personalisation

By Bloomreach

The retail landscape is undergoing a seismic shift, and yesterday's CRM solutions simply can't keep pace with today's customer expectations. Modern shoppers demand personalized experiences that recognize their preferences, anticipate their needs, and engage them in meaningful ways across every touchpoint. Legacy CRM platforms — once the backbone of customer relationships — are increasingly becoming barriers to delivering these experiences.

From bloated budgets to strategic investments

Retailers are facing a pivotal moment: continue investing in expensive, monolithic CRM systems that deliver diminishing returns or pivot to more agile, cost-effective solutions. The math is straightforward; why maintain separate systems for email, content, customer data, and product information when a unified platform can do it all more efficiently? Forward-thinking retailers are realizing they can reduce the total cost of ownership by up to 40% while actually improving their capabilities.

Nordic home supply retailer Proffsmagasinet moved from multiple point solutions into Bloomreach's all-in-one platform and saw immediate benefits. Instead of having disparate strategies, the brand could create more connected omnichannel campaigns. This led to Proffsmagasinet sending 33% fewer emails while driving a 2x increase in conversion rate.

Keeping pace with customer expectations

Nowadays, being able to quickly adapt to changing customer behaviors isn't a luxury, it's a necessity. Legacy CRM platforms often require months of development work for even minor changes, creating a dangerous lag between customer expectations and retailer delivery.

Modern commerce experience platforms like Bloomreach are built with scalability and agility at their core. They allow retailers to respond to market shifts in days rather than months, test new personalization strategies without IT dependencies, and scale seamlessly during peak seasons without performance degradation.

Empowering your team

The complexity of legacy CRM systems creates a significant barrier to effective usage. Many retailers find themselves in a frustrating cycle: investing in powerful technology only to have it underutilized because it's too complicated for marketing teams to master.

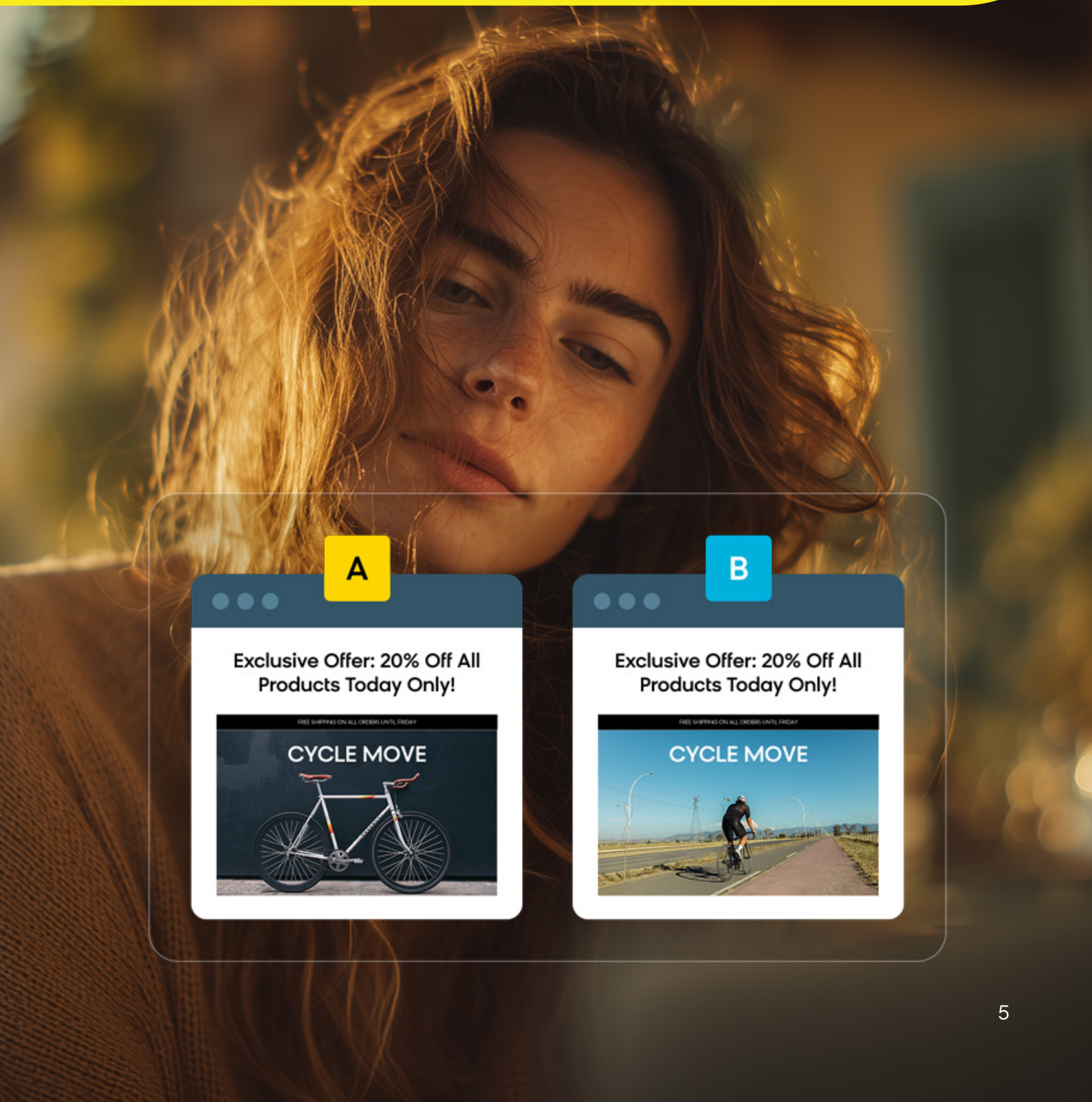
Today's retailers need intuitive platforms that their teams can actually use. With Bloomreach's user-friendly interface and AI-powered features, marketers can create sophisticated, personalized customer journeys without needing to code or rely on technical teams. This democratization of technology means faster campaign deployment, more creative testing, and, ultimately, better results.

By Bloomreach

Building for the future

The days of one-size-fits-all technology stacks are over. Modern retailers need the flexibility to integrate best-of-breed solutions while maintaining a cohesive customer experience.

Bloomreach's API-first approach and headless architecture provide the composability retailers need to build unique technology ecosystems that fit their specific business requirements. Whether you're integrating with existing systems or gradually replacing legacy components, our platform provides the flexibility to evolve at your own pace without disrupting customer experiences.



Revolutionize Your Email Strategy with Real-Time Intelligence

Email remains one of the most profitable customer touchpoints for retailers, but standing out in crowded inboxes requires intelligence that goes beyond basic personalization. Bloomreach's agentic AI instantly unifies customer and product data, transforming ordinary campaigns into powerful revenue drivers.

Our platform eliminates complex setups while delivering hyper-personalized content that automatically responds to customer signals, enabling you to create relevant emails without tedious data management.Recognized as a leader in The Forrester Wave™ with top scores across eleven criteria, Bloomreach empowers retailers to craft smarter, standout emails that drive measurable results.

How Bloomreach Unifies Real-time Customer and Product Data

Bloomreach stands apart by bringing together two critical data streams that have traditionally been siloed: customer data and product data. This unified approach creates a powerful foundation for personalization that goes beyond basic segmentation.

By connecting real-time customer behavior with deep product intelligence, Bloomreach enables retailers to understand not just who their customers are, but also what products will resonate with them in the moment. This means you can show the right product to the right customer at exactly the right time, whether that's through email, on-site recommendations, or personalized search results.

Do more with less

Modern brands succeed based on their efficiency. Bloomreach helps retailers optimize their technology investments by consolidating multiple point solutions into a single, powerful platform. By replacing separate systems for email, content management, customer data, and product discovery with our integrated Commerce Experience Cloud, retailers typically reduce their total technology spend while improving results.

Enables personalised journeys across marketing automation, content, search, and conversational commerce

Bloomreach goes beyond traditional CRM by powering personalized experiences across the entire customer journey:

01. **Marketing automation:** Create sophisticated, omnichannel campaigns that automatically adapt based on individual customer behavior, preferences, and purchase history.

02. **Intelligent product discovery:** Help customers find exactly what they're looking for with AI-powered search that understands intent and delivers personally relevant results.

03. **Conversational shopping:** Enable natural language interactions through a conversational shopping agent that can understand customer needs and guide them to the right products.

Reduces reliance on fragmented tools (ESP + CMS + CDP + PDPs)

The average retail marketing team juggles between 10-15 different technologies daily. This fragmentation not only wastes time and resources but also creates disconnected customer experiences.

Bloomreach replaces this fragmented approach with a unified platform that brings together:

Customer data platform (CDP) capabilities that create a complete view of each customer

Email service provider (ESP) functionality for sophisticated campaign automation

Content management system (CMS) features for creating personalized digital experiences

Product discovery platform (PDP) tools that connect customers with the right products

This unified approach means marketers spend less time switching between systems and more time creating exceptional customer experiences. It also ensures that customer data flows seamlessly between channels, creating consistent, personalized experiences wherever customers engage with your brand.

By WeDoCRM

5 Top Tips for Retailers to Maximise CRM Value in 2025

Here are 5 top practical strategies retailers can implement to unlock engagement, revenue, and retention in a new era of retail CRM.

1 Unify Your Customer and Product Data in Real Time

True personalization starts with a complete, single source of truth of the customer, matched to accurate product data. Without this, every "personalized" message risks being outdated or irrelevant. By integrating your CRM, ESP, CDP, and product catalogue into one real-time view, you can deliver messaging that reflects what your customer wants and what you can sell, instantly.

2 Embracing AI and Automated Journeys

Most retailers have basic automation in place (e.g. "abandoned cart" or "post-purchase" emails). But in 2025, that's just the beginning. Leading brands are now using AI and machine learning to predict intent, suggest next-best actions, and dynamically adjust content & journeys based on behaviours. The result? Smarter marketing that adapts to your customer in real time.

3 CRM Isn't Just Email Anymore

Email still matters, but it's no longer the only game in town. A modern CRM strategy needs to implement consistent, personalized messaging across web, SMS, push, in-app, search, and even conversational channels like chat. Meeting your customer where they are, on the right channel, at the right moment, is key to cutting through and driving action.

4 Optimise for Lifetime Value, Not Just Conversion

One-and-done purchases won't sustain your brand's growth. Instead, focus on building value over time. Use RFM (Recency, Frequency, Monetary) and CLV (Customer Lifetime Value) modelling to segment customers by potential, not just past behaviour. Prioritize those worth nurturing, and tailor your communications to maximize retention, repeat purchase, and loyalty.

5 Prioritise Stack Simplicity & Scalability

More tools doesn't mean better marketing. In fact, a complex stack slows teams down and increases costs. The smartest retailers are streamlining platforms, reducing duplicate functionality, and choosing scalable tech that gives marketing teams speed, control, and room to grow. Agility is a competitive advantage, and that starts with a simple, streamlined tech stack.

Final Thoughts:

By WeDoCRM & Bloomreach

Rebuilding CRM for the Modern Retail Era

CRM has shifted from being a back-office tool to becoming the real-time engine of customer experience and ROI. It's no longer just about managing contacts or sending scheduled newsletters; it's about activating live data, anticipating needs, and delivering value at every moment of the customer journey.

To compete in 2025, retailers need to rethink how CRM fits into their wider strategy.

That means:

- **Breaking down data silos** and unifying customer + product insights
- **Acting in real time,** not on yesterday's data
- **Scaling personalisation** across every relevant channel
- **Focusing on lifetime value,** not just conversions
- **Simplifying your tech stack** to move faster and spend smarter

Ultimately, the future of retail CRM isn't about incremental improvements to legacy systems, but rather about fundamentally rethinking how we connect with customers in a digital-first world. At Bloomreach, we believe the most successful retailers will be those who embrace a unified approach to customer experience, one that brings together customer data, product intelligence, and personalized engagement across all touchpoints.

The retailers who thrive in 2025 and beyond will be those who recognize that yesterday's CRM strategies focused primarily on storing customer data and enabling basic segmentation are insufficient for today's consumer expectations. The modern shopper expects brands to not only recognize them but also understand them deeply and engage them relevantly at every interaction.

By unifying your customer and product data, embracing AI-powered personalization, and delivering consistent experiences across channels, you can transform your CRM strategy from a basic system of record into a powerful engine for growth, loyalty, and competitive differentiation.

The time to act is now. Retailers who wait to modernize their approach to customer relationships risk falling behind competitors who are already creating the seamless, personalized experiences that today's consumers demand.

Contact us for a CRM Discovery Call.

Want to see how WeDoCRM & Bloomreach can transform your CRM strategy?
Get a free demo or consult with our retail experts.

About Bloomreach

Bloomreach is the agentic platform for personalization. Powering autonomous search, conversational shopping, and autonomous marketing, Bloomreach personalizes the entire customer experience. From retail to financial services, hospitality to gaming, businesses create experiences that drive higher growth and lasting loyalty. Bloomreach drives personalization for 1,400+ brands around the world, including American Eagle, Sonepar, and Pandora.

www.bloomreach.com

About WeDoCRM

WeDoCRM is a specialist CRM agency that partners with global brands to deliver performance-driven CRM through its unique insourced model. Trusted by organisations like Alibaba Group, WorldFirst, Pearson, MoneySuperMarket, and GoHenry, WeDoCRM blends innovation with flexibility to meet the demands of both B2B and D2C markets. Whether you need a fully embedded CRM team or strategic support for your in-house function, WeDoCRM adapts to your needs, helping you navigate complex CRM ecosystems and drive long-term, measurable growth.

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