

# Mining Data to Stay Top-of-Mind with Customers

## Case Study: Data Management and Marketing

### THE CHALLENGE:

As a leader in their category, this company operates thousands of national and international locations. As such, the company experiences significant business changes, including openings, closings, relocations, hours of operation and service offerings, all of which routinely affect thousands of customers. For years, notifying customers about these service changes had been handled in the field with limited corporate control. The company decided it was time to create a more reliable, cost effective system that would allow field personnel to retain their autonomy and creativity in customer communication while creating consistency in overall design and messaging.

### THE SOLUTION:

After analyzing the business processes and the varying interests of all stakeholders, InterDirect created a series of preprinted direct mail “shells” and a variety of customizable messages, housed in a user-friendly online portal. Company field representatives can select the most appropriate design, specify the messaging and target the appropriate recipients. After supervisory sign-offs, the direct mail pieces are then printed and mailed immediately. An email version is also available for those customers who prefer online communications.

### THE RESULTS:

Due to the added control, and because proofing, order tracking and billing information are executed through a central portal, the cost per marketing effort has decreased, resulting in an overall increase in local marketing programs and customer retention. Turnaround times have never been shorter, and the client considers the program to be extremely successful.

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