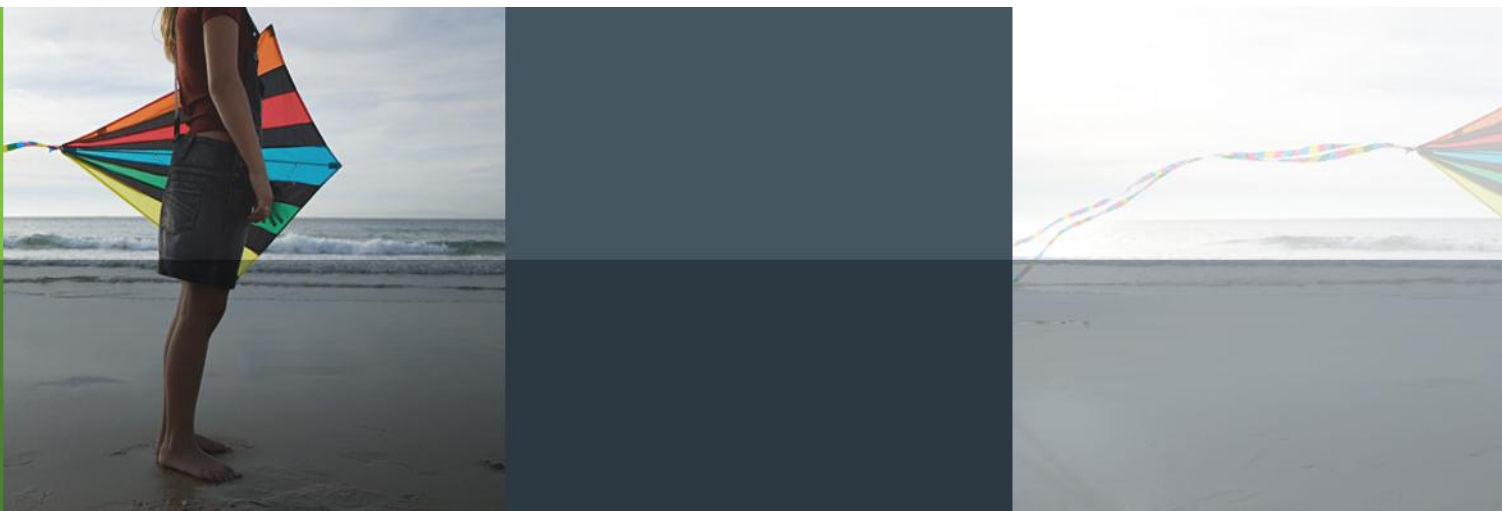


CASE STUDY



Aerofone increase response rates by 43% and significantly reduce the cost of their year-end campaign with DocCentrics



Background

Aerofone, voted number 1 for Best Customer Service in 2008 at the Mobile News Awards, pride themselves on giving the highest level of customer service. A big part of delivering that service is making sure they communicate effectively. By engaging DocCentrics for their 2008 seasonal year-end campaign, Aerofone achieved whole new levels of customer insight, reduced their costs and got their campaign out in very tight timescales

“The time and resources saved by utilising the DocCentrics solution far outweighed the cost of outsourcing such a valuable activity. The response rates speak for themselves.”
states Caroline Russon from Aerofone



Objectives

- Improved response rates
- Cost reduction
- Speed to market
- Increased lead generation
- Richer and more readily available analysis and MI

Highlights of the DocCentrics Solution

- 43% increase in response rates
- Over 50% cost savings over previous campaigns
- Agile approach interpreted Aerofone’s objectives and delivered a solution via the DocCentrics hosted service platform in little more than a week
- Immediate alerting to revenue generating opportunities
- Real-time analysis through on-line MI
- Improved customer experience through the use of personalised on-line interaction (pURLs)

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The challenge

In the run up to Christmas 2008 Aerofone were wrestling with their stated objectives and facing a diminishing window of opportunity to get their festive campaign delivered in time. They wanted to use e-delivery but did not have the time or resources to develop and deliver a suitable solution that covered all their requirements.

DocCentrics sat down with Aerofone, reviewed the business objectives for the campaign and were able to propose and deliver an enhanced solution in a little over a week. Driving the campaign from the DocCentrics hosted service platform enabled the Aerofone marketing team to maintain control, remove any dependency on internal IT resources and therefore hit their deadlines.

The solution

“With minimal effort from Aerofone, DocCentrics were able to deliver Seasons Greetings, personalise each communication and offer our customers a chance to have their say and all just two weeks before Christmas”.

By personalising the campaign and incorporating personalised URL's (pURLs) the DocCentrics solution made it easy for Aerofone customers to respond to the campaign online, providing invaluable insight into customer satisfaction, their ideas and suggestions for new products and service improvements, and to capture interest in further product and service information.

“I believe that the personalisation of the communication helped to make our customers feel that their comments were valued”

Through the DocCentrics MI portal Aerofone were able to track and analyse responses to the campaign in real time, which allowed them to react immediately to new business opportunities, or other customer feedback as appropriate.

“The online tracking facilities were fantastic; they saved a lot of time in analysing the results. Aerofone customer services and the sales team were able to contact the customers to schedule appointments and resolve any outstanding issues almost immediately, resulting in a happier customer base and strengthening our relationships for the future”.

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Conclusions

Aerofone are launching a number of new initiatives based on the insight gained from this campaign, to demonstrate to customers the value of their feedback on improving the business and the benefits that can bring.

“When Aerofone took the decision to outsource this particular campaign the delivery time was extremely tight; however DocCentrics were happy to commit and dedicated their time to getting the marketing in place and tested leaving sufficient time to send the communications out and witness a great response rate.”

Aerofone would recommend DocCentrics to any business looking to engage new and existing customers. The team at DocCentrics are professional, flexible, efficient and a pleasure to work with. We look forward to working closely with DocCentrics across a number of activities throughout 2009.”

Caroline Russon,
Marketing Coordinator – Aerofone



DocCentrics provides a broad range of customer communications services and packaged marketing solutions. We would be delighted to hear your objectives for 2009 and explore ways of helping you achieve them.

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