

Moving Insight Into Action: Three Scenarios

To turn marketing insights into actions, high performing businesses use leading-edge intelligence tools to raise the organizational IQ related to customer needs, wants and expectations. Delivering relevant, right-time communications to individual customers requires an integrated technology infrastructure that can capture, analyze and optimize information across the extended enterprise including all channels, with the proper speed and synchronicity.

Here are three illustrations of ways marketing technology can turn insight into action.

Accelerating customers toward satisfaction and loyalty

Robert owns a four-year-old vehicle made by a certain auto manufacturer. The manufacturer performs nightly updates on their customer base, so they know that yesterday, Robert completed a service visit at the local dealership. As a result of this transaction, he is excluded automatically from the regularly scheduled Service Reminder mailing. This fast, automated movement of data helps save mail costs and prevents Robert from becoming frustrated by out-of-synch, irrelevant communications.

In addition, the particular type of service that Robert had performed, combined with the age of his car, invokes a process that results in a classification of Robert as a "Likely Buyer." This serves as an event trigger for a set of business rules to be applied, plotting Robert within a new campaign path for relevant, timely communications to motivate him towards his next vehicle purchase with the same manufacturer.

Right-timed messages keep customers coming back for more

Shashona has just adopted a three-month old Golden Retriever, and she searches the web for nutritional information about dog foods. She visits one brand's web site and sees that they offer a program of regular newsletters about her puppy's health and development.

Shashona registers for the program and answers a series of lifestyle questions. Her information is captured in real time and loaded to the brand's customer database. Here, business rules are triggered and applied to generate e-newsletters dynamically for the coming 12 months.

Additionally, a brand/product switchpoint segmentation analysis is automatically applied to her file. This drives a timed switchpoint e-mail based on the lifestyle, breed size, and pet age information. Further downstream, a series of business rules

will trigger an automatic direct mail communication just at the time when Shashona should begin considering a change to adult dog food, offering savings coupons for the brand's own adult food formula, to cement her loyalty.

Channel integration provides opportunities to improve service

Lillian has just purchased a ticket from an airline she hasn't flown on before. Her data is automatically stored, and a segment score is calculated. Based upon business rules, an offer is derived so that the next time she books a flight, the reservation agent will recognize Lillian and present her with an additional offer that is relevant to her destination, such as car rental or hotel discounts.

Unfortunately, the airline loses Lillian's luggage twice in a row. The next time she checks in, the operational system alerts the boarding agent, who apologizes to Lillian, and prints out a special tag that flags her bag as an "extra care" item. The agent then goes the extra mile and issues Lillian a coupon for a free coffee or snack to enjoy while she is in the airport.

These illustrations are real examples of the types of technology-enabled action that is being taken by marketers today. Targetbase recommends that you examine your own customer interactions and consider how technology and analytics can make them more efficient and effective.

