



Case Study

PROCO CREATES EXPLOSIVE CAMPAIGN MANAGEMENT AND CRM SYSTEM

...achieving a guaranteed 400% return on investment



However, the initial brief rapidly developed into the Explosive Marketing system becoming a bespoke campaign management and database system, an automated email feedback system, a management reporting tool and an email and SMS self serve portal. All of which facilitate timely and relevant communications tailored to the purchasing behaviour and frequency habits of the restaurant's customers.

Approached by serial entrepreneurs N5 to help bring their 'Explosive Marketing' concept to life, ProCo have created a bespoke loyalty programme for independent restaurants which allows a series of campaigns, both on and off line, to be specifically tailored to the needs of the restaurant and their customers. The Explosive Marketing campaign rewards diners for their frequency with timely communications across email, direct mail and SMS.

"The ProCo telephone number is often rung; in fact it's one of only four that I've committed to memory along with my wife, my childhood home and my nan. Having an experienced and enthusiastic partner who takes the time to learn about our business means that ProCo are the first people I turn to find solutions to my businesses communication requirements."

Mark Creaser, Director N5

THE CHALLENGE

Our initial brief was to set up a system to produce highly personalised postcards using Direct Smile technology to allow independent restaurants the ability to create bespoke local marketing campaigns.



OUR SOLUTION

Very quickly, however, ProCo realised that the capture of all restaurant and customer data had to be managed in one place and within a controlled environment. To control all of the data and workflow, two databases were built; one capturing all details for the restaurant, and one capturing all their customer information. It was here that the true ability of the newly created system to deliver cross platform functionality was realised and developed.



When each member has spent for example £200, they receive a reward certificate for a value of £5-£20 (dependant upon threshold) to spend within the restaurant. Certificates are processed weekly; the transactional database is updated with the customers new points balance, the certificates are produced digitally onto a pre-embossed stock and mailed to the customer.

All certificates carry a unique barcode which are scanned to track and report back to the restaurant in its monthly reports, how many remain in circulation, how many are redeemed and how many have expired or are about to expire.

In order to ensure sustainability and cost effectiveness, all printed communications are streamed through dynamic content software on HP Indigo presses. Single data file use across multiple artwork templates allows mail sorting of a single data file to gain the best postage discounts. The customer is also provided with individual access to both databases via a secure VPN connection, allowing instant communication with their membership database. A bespoke email and SMS self serve portal has been developed to allow tailored HTML emails with simple 'create your own' functionality, or simple text messages to be sent.

Direct Smile technology was initially used to create multiple variable templates to populate areas of personalisation and dynamic content for the postcards, such as event driven activity; birthdays and anniversaries etc. and containing various offer levels, voucher activity and incentives to visit and receive loyalty points.

Each postcard carries a bespoke offer, which expires after 28 days of the postcard landing through their letterbox. If the recipient has not visited the restaurant and the offer has at least 10 days before it expires, a reminder email is sent to those customers to remind them of the expiry date and to follow them up to use the offer. Restaurants were also provided with the ability to target, for example, lost customers who had not visited for six months and 'new movers' via cross referencing with a database of people recently moved into the local area.

Hierarchy within the campaign structure prevents the same person from receiving multiple communications or offers. It is agreed which campaigns take priority so if a member becomes eligible for more than one campaign, the hierarchy filters and sends the most important one. Each restaurant can determine their reward threshold, or value placed on each reward point.





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Three separate campaign screens have been devised to allow each restaurant to choose their bespoke campaign, driving the creative and offer appropriate for each communication – across print, email and SMS. Email and SMS messages are transmitted instantly allowing immediate reaction to combat the peaks and troughs of trade. Unique secure logins allows access to this facility 24/7.

Printed communications are structured to land immediately following transmission of all emails, with the member advised to look out for their next communication or offer. Email and printed communications are designed to be visually similar to enhance consistency, brand synergy and increase response rates.

The system collects invaluable member feedback via the use of a triggered personalised email which is sent the day following a customer visit. The email links through to a personalised landing page, asking a variety of questions regarding the customers experience, quality of food, level of service, value for money, ambience etc. When the information has been submitted by the customer, the feedback section of the portal is updated in real time.

This provides the restaurant manager with the ability to personally reply to any disappointing or notable customer feedback. This information is also used to make up part of the monthly management reporting system that is produced.

“When we first met the guys from ProCo, we honestly didn’t think in our wildest dreams that we would be where we are today! In short, the best way to describe our relationship with ProCo is that without them, we would not have a business. ProCo ARE our business.”

Mark Creaser, Director N5



THE RESULTS

Within 12 months, the Explosive Marketing database has grown to over 50,000 VIP members. An average month sees almost 12,000 customer transactions with the average transactional value at over £40.00.

Incredibly, the average ROI for the past 12 months of the system being live is currently sitting at 1682% with a 8.5% response rate.