

## Marketing Campaigns Management Analytics for a Consumer OEM

With the High-Tech market becoming increasingly competitive and product lifecycles getting shorter, companies need to streamline their marketing activities to effectively capture, service, retain and develop customers. The client, a niche global provider of consumer electronics and multimedia applications was operating in a similar climate. The online marketing team of the client company required an intelligent Campaign Management System (CMS) capable of storing and retrieving transactional data from customers in real-time. Also, the solution called for a business intelligence system that could offer end-to-end behavioural analysis to facilitate targeted promotional campaigns.

### The Challenges

The existing Campaign Management processes and systems were deficient on several counts:

- Processes for extracting relevant customer data were extremely labor-intensive

- The systems could not create, target and execute marketing campaigns effectively and measure response
- Marketing analysts were spending more time gathering data rather than focusing on core competencies of campaign execution, reporting and analysis
- The systems were not scalable and, as a result, could not handle higher data volume arising from new product launches
- The systems did not offer a consolidated view of the customer across touch points, which ruled out targeted campaigns, up-sell and cross-sell opportunities
- Different groups within the company maintained customer data in non-standard forms at several locations across the enterprise

### The Infosys Approach

Infosys devised a unified customer contact approach across geographies and products

to streamline marketing activities across the company.

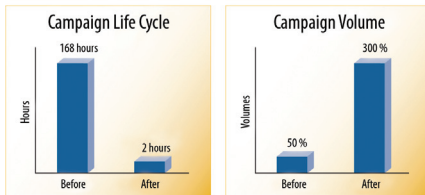
1. **Process orientation:** Infosys partnered with the company's Sales, Marketing and Communication groups to enhance processes and eliminate redundancies. We developed a process framework through a detailed evaluation of the marketing processes and business cycles.
2. **Tool selection:** Infosys worked closely with the company to select an enterprise-wide campaign management tool. An extensive proof-of-concept study using several tools allowed evaluation and a rigorous pro-and-cons analysis.
3. **Tool customization:** Infosys customized the chosen tool to align it with the business needs of the company in one of the largest implementations of this tool. The customization also ensured reusability of the tool, enabling easy deployment for different products at various locations with minimum effort and time.

### Client Impact

*"We saw significant incremental revenue with major contributions from the different data driven analysis programs, such as up-sell and cross-sell. We are also tracking and reporting with increased accuracy and are able to increasingly direct our business by refining our messaging, targeting and optimization."*

- VP, Online Marketing

- Campaign life cycle reduced from 7-8 days to 1-2 hours, enabling the operation to scale up without significantly increasing the headcount
- The Infosys customer contact approach enabled campaign volumes to grow from 50% to 300%
- As a profit center, online marketing continues to register steady revenue growth after deploying this solution. Revenue from marketing operation grew by 72% for the financial year



## The Solution

### Segmenting Customers through Behavior Analysis

The Infosys solution tracked the customer at different touch points, profiled the customer’s transactional behavior, and prompted purchase of relevant products and services.

The salient feature of the Infosys solution was business intelligence. The system intelligently segmented the customers by analyzing transactional behavior of customers. Thus, the marketing team was able to identify different customer groups and devise promotions based on transactional behavior.

### Designing Marketing Campaigns

After undertaking customer segmentation in a scientific manner, the system identified the relevant channels to target customers. Accordingly, a combination of channels (e.g. e-mail, phone, telefax) was used to disseminate the appropriate message. The system defined attributes such as the target segment, the campaign objective (e.g. customer acquisition or retention) and the creative execution of the message. These attributes were used for subsequent targeted online campaigns.

### Marketing Analytics

The system facilitated efficient response analysis. Rather than churning out voluminous transactional data, it offered summaries that enabled easy identification of customer behavior. Also, since the

solution was designed for the online marketing team, RFM (Recency, Frequency & Monetary) models were integrated directly into the database and did not need to be generated separately.

In short, the Infosys solution offered the best of both worlds. The new system provided a robust business intelligence tool that enabled the company to engage customers and monetize the interaction.

### Best Practices

Infosys implemented a data aggregation strategy to enhance system performance. A reusable architecture was deployed to facilitate system flexibility and improved productivity.

The project was consistently managed at CMM Level 5 standard. All code and documentation was maintained in an intuitive directory structure for easy reference. Moreover, Infosys leveraged proprietary delivery tracking systems to forecast resource requirements and project finance.

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