



Unica® Corporation Provides Vodafone with an Effective Solution for Campaign Management

With Unica, Vodafone Spain gains a solution capable of creating personalised campaigns for specific target sectors while offering a robust and effective system to manage customer relationships

BACKGROUND

Vodafone Spain is part of the Vodafone Group, the world's leading mobile telecommunications company. It has offices in 26 countries and is represented by partners in 34 others across five continents. Vodafone provides its 206 million worldwide customers with a complete range of mobile telecommunication services, including voice and data communications. Vodafone Spain offers its 15 million clients the experience and expertise of a world leading company, whose mission is to help its clients - whether individuals, businesses or communities - to make the most of the opportunities offered by the latest mobile technologies.

THE CHALLENGES

Vodafone has a strategy of constantly improving the services offered to its customers. The understanding and analysis of customer data, both corporate and consumer, is key to this strategy, but Vodafone Spain's customer information was held in a number of separate databases, which created a major challenge for the marketing department. A complex process was required to extract the necessary information about the behaviour and preferences of its customers, making it difficult to automate marketing campaigns. The company was struggling to respond rapidly to the needs of its target market.

The difficulties of accessing data, caused by its distribution across different systems and databases, created a dependency on the IT department for the development, modification and execution of campaigns. At the same time, the storage of contact history records was not of the standard required for effective campaign analysis and evaluation. collection and analysis of customer data in order to create campaigns that could be tailored individually according to product and customer. This would improve productivity during the planning and execution stages of relationship marketing campaigns. As a result, Vodafone accordingly launched a programme to evaluate the available software solutions for enterprise marketing management.

THE SOLUTION

After an exhaustive evaluation process, Vodafone chose Unica's campaign management solution. One of the determining factors for this decision was the software's capacity to integrate distinct sources of information without the need for a single unified database. Moreover, Unica demonstrated its ability to develop a pilot project that was up and running in only a few weeks. As part of the pilot project, Unica Campaign was able to link together Vodafone's existing campaign management databases and successfully ran three campaigns based on live data. Significant productivity gains were possible from day one, thanks to the highly intuitive and user-friendly nature of Unica's software.

Today, the whole of Vodafone Spain's marketing department uses Unica's campaign management software. A priority for the team is the collection and analysis of customer data, which is essential for the successful evaluation of campaigns and the subsequent management of customer relationships and product marketing.

THE RESULTS

As a result of the implementation, the marketing department can now focus on more strategic tasks, such as the optimisation of the planning and execution of personalised customer campaigns. This prevents customers from becoming the targets of too many initiatives and suffering from "campaign fatigue." Another significant benefit is the ability to measure campaign results with a high degree of accuracy, allowing Vodafone to respond rapidly and effectively to future opportunities.

Thanks to Unica's technology, Vodafone now conducts approximately 120 consumer campaigns and 60 corporate campaigns every month, reaching a target audience of approximately 10 million individual customers. These campaigns are conducted across a range of different channels, including telemarketing, electronic mail, SMS and MMS. Personalised messages in invoices, loyalty points statements and notices of special offers are all now integrated into the wider customer relationship management programme.

OBJECTIVES

- Implement effective marketing campaigns at the lowest possible costs
- Coordinate campaigns across multiple channels
- Maximise profit and increase client satisfaction
- Offer consumers personalised products and services

RESULTS

- The efficient execution of 120 B2C campaigns and 60 B2B campaigns per month, across multiple channels, including telemarketing, e-mail, SMS, and MMS
- Automation of campaign management and planning, resulting in significant cost reductions and improved campaign results
- The use of personalised messages in invoices, loyalty points statements and special offers
- Accurate measurement of customer contact, preventing customers from becoming the target of too many initiatives

Using Unica's software, Vodafone has experienced greater efficiency and better results in its business. These improvements have been apparent not only in the ultimate success of Vodafone's marketing campaigns, but also in their planning and automation.

Vodafone has also succeeded in tightening its control over the frequency and content of messages sent to customers. This, together with its improved ability to analyse and evaluate results, enables the company to target its messages still more precisely in future campaigns.

Vodafone has centralised, at the heart of a single system, all the information relating to offers, market segments and customer contacts. It has thereby been able to reduce the cost of its marketing campaigns while improving their precision, productivity and profitability.

FUTURE PLANS

In the medium term, the company intends to integrate its marketing campaigns into new channels, such as point of sale, with a view to improving customer tracking and thereby fostering customer loyalty.



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