APTECO LIVE
2023

The finalists

Best use of Apteco
software award 2023

The award

This award is to celebrate the effective use of Apteco software to drive marketing activities, improve the customer experience and to reward those who have delivered measurable benefits to their organisation as a result.

All delegates will be given the opportunity to vote for their favourite entry following a short video presentation from each of the finalists. The entry with the highest combined score out of 100 will win.

The Apteco judges have already scored each entry and selected the finalists. The final score will be an equal combination of the judge's points and delegate voting. The entry with the highest total score will win.

What were the Apteco judges looking for?

- **Effective** and **skilful** use of Apteco software

- **Creative** application of the software to meet business and marketing objectives

- Details of how a marketing **strategy** was conceived or developed utilising Apteco software

- Measurable improvements to the **customer experience**

- Contribution to **commercial success** through ROI, campaign performance and improved marketing processes

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NetCologne GmbH | b.telligent Deutschland GmbH

By Pascal Weeke, Senior CRM Manager, NetCologne GmbH and Laurentius Malter, Head of Customer Engagement, b.telligent Deutschland GmbH

As a regional German telecommunications company, NetCologne faces intense competition from large national and international corporations. Competitive pressure in the German telecommunications market has increased significantly in recent years, particularly as a result of the ongoing roll-out of fiber-optic networks throughout the country. Many new competitors have entered the market and are trying to gain market share from the established companies. In addition, the shortage of skilled workers in Germany and the comparatively low number of employees compared with the competition pose a significant challenge.

The use of Apteco is crucial for NetCologne to consolidate its position as one of the leading regional telecommunications providers in Germany and to successfully meet the challenges of the market. The main goal is to use Apteco to optimise a wide range of processes for existing customers through trigger-based automation and to **target the right customers at the right time**. Over the last few years, Apteco has therefore become an essential part in their automation strategy and is used for various use cases. These range from trigger-driven marketing and mail campaigns in the sales area to a next-best-offer campaign that runs successfully for years as well as complex multi-stage processes. These include, for example, regular customer satisfaction surveys triggered by triggers (e.g. calls to the call centre) and conducted at various touchpoints such as stores, technicians, or call centres, as well as the assignment of customer journey scores, in which customers are asked about their satisfaction shortly after their contact. A key success factor for NetCologne in competition with its rivals is winning back customers during the win-back process.

The customer win-back process is automated by Apteco using a multi-level approach and a variety of target groups and channels based on triggers and status changes. The automation enables NetCologne to start the win-back process automatically and without manual effort on the day after the receipt of the notice comes in.

Therefore, the receipt of notice is used to trigger the customer touch points and contact the customer by phone, SMS and e-mail and convince him of the advantages of NetCologne. By managing the process quickly and reliably, **more than 30% of customers across the relevant target groups are convinced to stay with NetCologne**, despite having already submitted their notice of termination beforehand.

Crew Clothing | Plinc

By Vishal Amin, Marketing Executive, Plinc

CREW CLOTHING COMPANY

plinc.

What's the story?
Retailers needed to be prepared for anything in the lead-up to Black Friday 2022. Crew Clothing, a prominent fashion retailer, recognised they couldn't depend on historical data from previous years to accurately predict their upcoming peak season engagement and sales, especially with lingering post-pandemic consumer behaviour changes and the cost-of-living squeeze. While Crew Clothing already had some analytics tools in place, the solutions were not granular enough, nor could they present a unified view of in-store and online data in real-time.

To maximise the Black Friday revenue opportunity, Crew Clothing needed a comprehensive real-time dashboard that combined in-store and online activity, demonstrated channel impact, and allowed them to monitor and interrogate category spending, which would enable the CRM and marketing team to optimise their campaigns to achieve the best results.

What did we do?
Within 24 hours, Plinc created a **bespoke, interactive dashboard in Orbit to show in day revenue updates**. A unique linked system architecture, with direct access to the real-time Unilyze Single Customer View, ensured the dashboard was updated at least once every 15 minutes. The dashboard displayed a variety of metrics to help their CRM team understand, drill down and react to activity throughout the day, including spend by channel, average sale value, sales by category and more.

What is the impact?
With this easy-to-understand dashboard at the ready, Crew Clothing could consistently monitor critical metrics throughout the day in their Black Friday War Room. The data and insights were self-serve and straightforward to share business-wide. Because they were not reliant on a third party to supply them with snapshots, they could **track customer behaviour in real-time** to better understand the impact of their activities.

Plan International UK | Wood for Trees

By Laura Humphries, Senior Database Marketing and Insight Manager, Plan International UK and Nick Cook, Principal Solutions Consultant, Wood for Trees part of The Salocin Group

Plan International UK is a children's charity that focuses on promoting children's rights, equality, and opportunities, with a particular emphasis on girls and young women. In 2022 they collaborated with Wood for Trees (WfT) to assist them in their mission to create a compelling Campaigner Email Welcome journey, recognising the critical importance of engaging newly recruited campaigners and donors at the outset of their involvement.

With no existing welcome journey in place, Plan International UK asked Wood for Trees to craft a strategy to achieve three primary objectives: Think, Feel, and Do. They wanted to ensure supporters felt aligned with Plan International UK's values, welcomed into their community, informed about their work, and empowered to take action.

The initial solution involved nine emails sent at varying intervals after the supporter's initial action, with email delivery orchestrated through PeopleStage. To simplify audience selection, Plan International UK calculated the days since each supporter's first action, using "On the Fly Aggregations" to create a virtual variable for future use. Innovatively, WfT employed a "Global Skip" mechanism, controlled by a virtual variable, to bypass sending certain emails, giving Plan International UK flexibility in content delivery.

Since launching in September 2022, the results from the journey have been remarkable, with **13% of participants becoming highly engaged**, taking multiple actions within 6-12 months. The journey **significantly increased the pool of active campaigners**, accounting for 56% of supporters taking campaign actions in the past year, with 21% of multi-action supporters having participated in the Campaigner Email Welcome Journey.

The programme's success lies in nurturing committed campaigners, evident in the high number of supporters completing multiple actions, including writing to MPs and participating in campaigns. The engagement has also been impressive, **boasting over 30% open rates and less than a 2% unsubscribe rate**. These statistics indicate strong engagement among new campaigners.

The journey has not only fostered engagement but also expanded the pool of active campaigners, driving meaningful actions and promoting Plan International UK's mission. This journey will help Plan International UK foster a community of dedicated supporters, aligned with their values and ready to make a difference in the lives of girls worldwide.

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Department of Health and Social Care | Paragon DCX

By Orla Hugueniot, Head of Early Years Marketing Programmes, Department of Health and Social Care and Matt Foord, Apteco Practice Lead and Josh Hind, Account Director, Paragon DCX

In the last year of primary school, on average, six children out of a class of 30 are obese and a further four are overweight - twice as many as thirty years ago. Obesity disproportionately affects children living in deprived areas and some ethnic minority groups.

It is the Government's ambition to **halve childhood obesity by 2030**.

DCX is proud to have supported DHSC for over 12 years to help more people to make and sustain changes that will improve their health and wellbeing. More recently, DCX worked across a major behaviour change project Better Health 'Healthy Steps' – an 8-week evidence-based email programme that aims to inspire and support families to take easy steps to become a healthier family, one step at a time, to help tackle childhood obesity.

Emails, social media, paid search, and partnership activities encouraged individuals to sign up to the programme. After completing a short quiz that captures the current attitude and behaviour data, registrants are streamed into one of three core themes – cutting back on sugary snacks, increasing your 5-a-day, or meal planning. This data is used to determine the email journey (with tailored content and challenges) registrants receive via PeopleStage and is used in the Orbit reporting to measure the level of improvement seen by the registrants at the end of the programme.

Using Apteco for the end-to-end delivery brought efficiencies to the process through FastStats selections for audiences, personalisation, and journey definition, while PeopleStage managed the complexities of the journey workflow with ease. All measurement and registrant profiling was carried out in Orbit and meant that tangible benefits to the UK population were measured quickly.

Overall, the programme was a success, creating positive behaviour shifts. There were **high levels of endorsement** for the programme, and we were reaching the lower socio-demographic groups. Often this has near doubled the percentages doing the positive behaviour, and near halved those who were engaging in negative behaviours.

- **75%** said there was an overall improvement to their family's health and wellbeing

- **86%** said the programme was useful

- **90%** said they would recommend the programme

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Caravan and Motorhome Club | Communisis

By Alison Ells, Financial Services Marketing Manager, Caravan and Motorhome Club and Zoe Mitchell, Campaign Manager, Communisis Data Intelligence

The Caravan and Motorhome Club offers a range of products and services to its members including a number of financial products. While people will book to stay on sites multiple times per year, they will only purchase a specific insurance product once per year. Key to knowing when to contact someone is their renewal date and without this, knowing the right time can be like looking into a crystal ball. Historically, members had been sent various insurance mailings, only ever hitting a small percentage of people at the right time with the right product.

Working alongside Communisis and using the Apteco software, a solution was created where members could provide their insurance renewal dates for a range of products, from Caravan Cover to Home Insurance. With the functionality in PeopleStage, it has also been possible to create personalised product specific links to place in appropriate emails. This has resulted in an increase of **59.3% renewal months being collected, across 9 different insurance and cover products**.

For the Caravan and Motorhome Club, this has created a wealth of new 'hot leads' and an automated series of campaigns has been built which are triggered by renewal dates, that ensures timely and appropriate communications. This increases engagement, leading to more people entering the quote funnel, raises awareness of some of the less established insurance products and leads to fewer general insurance emails thus clearing the inbox for more inspirational emails about where to stay next!

The new journey leverages FastStats and PeopleStage functionality and includes:

- Automated campaigns triggered when the provided renewal is due
- A reminder, triggered to any member who has not opened their email
- A quote follow-up to those who have quoted but not yet purchased
- Ongoing prompts for updated renewal dates via newsletter and annual 'refresh your dates' campaign utilising the personalised product specific links
- The onboarding process for new members also includes an opportunity for members to provide their dates

This new functionality and customer journey has proved very successful and has led to an **increase of 182% in quote rate over the previously used targeting approach.**

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