



Apteco  
Live 2024

# The finalists



# 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 are the Apteco judges looking for?



Creative application of the software to meet business and marketing objectives



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



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



Effective and skilful use of Apteco software



Measurable improvements to the customer experience

# Avanti West Coast and Paragon DCX

**By Mark Murphy, Head of CRM and Loyalty, Avanti West Coast and Matt Foord, Analytics and Apteco Practice Lead, Paragon DCX**

Avanti West Coast (AWC) recognised the need for a fresh approach to customer loyalty. Our coalition scheme with Nectar no longer provided a return on investment or meaningful customer rewards. AWC sought input from its travelers, leading to the creation of Club Avanti, a new loyalty programme designed to offer instant, high-value rewards.

Club Avanti was built around customer insights, offering immediate benefits such as a free hot drink upon sign-up (over £1 million in value), free first-class and standard premium tickets worth £5 million, early access to discounted fares, and exclusive offers like 10% off onboard food and drinks. Members also enjoyed early platform updates at London Euston and those in their Platinum tier can enjoy the additional benefit of accessing the first-class lounge.

The use of Apteco software was key to measuring the programme's success. By leveraging Apteco's data analytics, AWC gained a deep understanding of customer behavior and optimised the programme's benefits. Regular KPI dashboards ensured continuous improvement and kept Club Avanti at the forefront of rail loyalty in the UK.

## Outcomes

- Club Avanti achieved **43%** sales penetration, growing to **48%**
- In its first year, 99,000 members signed up, exceeding the target by **50.5%**
- Strong retention rate of **73%**
- Frequency of travel was boosted, with members taking an average of **3.6 more** journeys per year than non-members
- The programme achieved an impressive **86%** email open rate among non-members

Thanks to bold decision-making and the right technology, Club Avanti has become a leader in UK rail loyalty programmes, transforming customer relationships, driving engagement, and enhancing the travel experience.



# Centrepoint and Wood for Trees

**By Jack Scott, Analysis and Insight Manager, Centrepoint and Nick Cook, Solutions Architect, Wood for Trees, part of the Salocin Group**

Centrepoint is the UK's leading youth homelessness charity. Alongside our partners, we support over 16,000 young people every year and are campaigning to end youth homelessness by 2037. We run over 60 accommodation services and we work in 15 boroughs in London, Sunderland, Manchester, Bradford and Barnsley.

Centrepoint's innovative use of Apteco software, supported by Wood for Trees, has revolutionised our supporter email journey management and earned significant improvements in donor engagement. Facing growing complexity in our individual giving programme, Centrepoint needed a more efficient solution to manage and optimise supporter journeys, with the previous system being manual, time-consuming and prone to risk and error.

With support from Wood for Trees, Centrepoint implemented Apteco FastStats and PeopleStage to automate and personalise key supporter journeys. We successfully migrated complex journeys, such as 'Sponsor a Room' (SAR) and 'Standard Regular Giving' (SRG), incorporating personalised messages, sophisticated audience segmentation and multi-channel touchpoints.

## Outcomes

- The automated journeys led to positive **improvements in engagement**
- The SRG journey saw an **increase in open rates**
- Gained new insights that were previously impossible to achieve
- Launched additional automated journeys for new donors, lapsed supporters and retention efforts
- Substantial **revenue increases**, including a potential £33,813 in additional annual income from reactivated donors
- More than 150,000 emails were sent to over 40,000 supporters, **doubling Centrepoint's outreach** compared to the prior year
- Saved approximately **13 hours** of staff time each month

# Goodwood and R-cubed

By Natalie Fordham, CRM Manager, Goodwood and Bethany Lawrence, Account Director, R-cubed

Goodwood has almost 30 different brands, all wanting to communicate with Goodwood customers regularly.

**Problem:** Our email calendar was incredibly packed and with many of our customers engaging with more than one of our brands, meaning customers were receiving a high frequency of communications. We were concerned that across the customer base, we were seeing email engagement decreasing and unsubscribes rising. This was in combination with a high percentage of customers receiving an excessive number of emails due to email engagement, ticket purchasing and club membership. Whilst we had exclusions in place to limit over-mailing, this became increasingly difficult to manage and meant customers would sometimes miss out on information from their preferred brand. We wanted to find a dynamic way of utilising their engagement to serve them the right messages within a single regular communication, while not harming any of the brands performance.

**Solution:** Our objective was to drive engagement, whilst also reducing sends to those who had no relevant interest. Our brands are unique and recognisable to our customers, and so how to combine these marketing messages was a distinct challenge. Therefore, we set out to build a single marketing communication per week, where every element of the email was dynamic and personalised for the individual's interests. This was achieved by using FastStats Discoverer and PeopleStage to drive the content customers would receive encouraging content relevance and tactical cross-selling without dedicating a whole send to a new business area.

## Outcomes

- Less overmailing with **70K** less individuals sent to
- **84,000** more clicks to website year on year
- Click-through-rate increased by **2%** year on year
- Unsubscribes declined by **1.5%** year on year
- **3%** increase in overall engagement
- **16 hours** per month manual time saving



# NSPCC and Euler

**By Charlotte Thompson, Supporter Experience Manager, NSPCC; Ollie Brown, Senior Supporter Journeys Officer, NSPCC; and Gary Kenealy, Business Insight Solutions Consultant, Euler**

One in five children in the UK has suffered abuse. The NSPCC is here to prevent that. We offer free and confidential services like Childline where children can speak to a trained counsellor about anything that's on their mind; the NSPCC Helpline, where adults can call if they are worried about a child; and our Speak out Stay safe programme which we deliver to children in schools, helping them to understand what abuse is and what to do if they're scared or worried. We also campaign to ensure the government is doing more to protect children. At the NSPCC, we believe that every childhood is worth fighting for.

Alongside partner Euler, the NSPCC developed an innovative automated journey using Apteco software for their flagship fundraising event, Childhood Day. Every year, volunteers take to the streets across the UK to collect donations from the public. The automated journey needed to ensure that volunteers were given all the information they needed to attend their chosen collection shift. In previous years, this journey was very manual which required lots of resource to manage, lacked meaningful personalisation, and was prone to error.

The NSPCC and Euler used Apteco FastStats and PeopleStage to automate emails to volunteers, including layers of complex personalisation, and responding to volunteer behaviour such as cancellations and multiple shift bookings, while accommodating for varying lead times between registration and event date.

## Outcomes

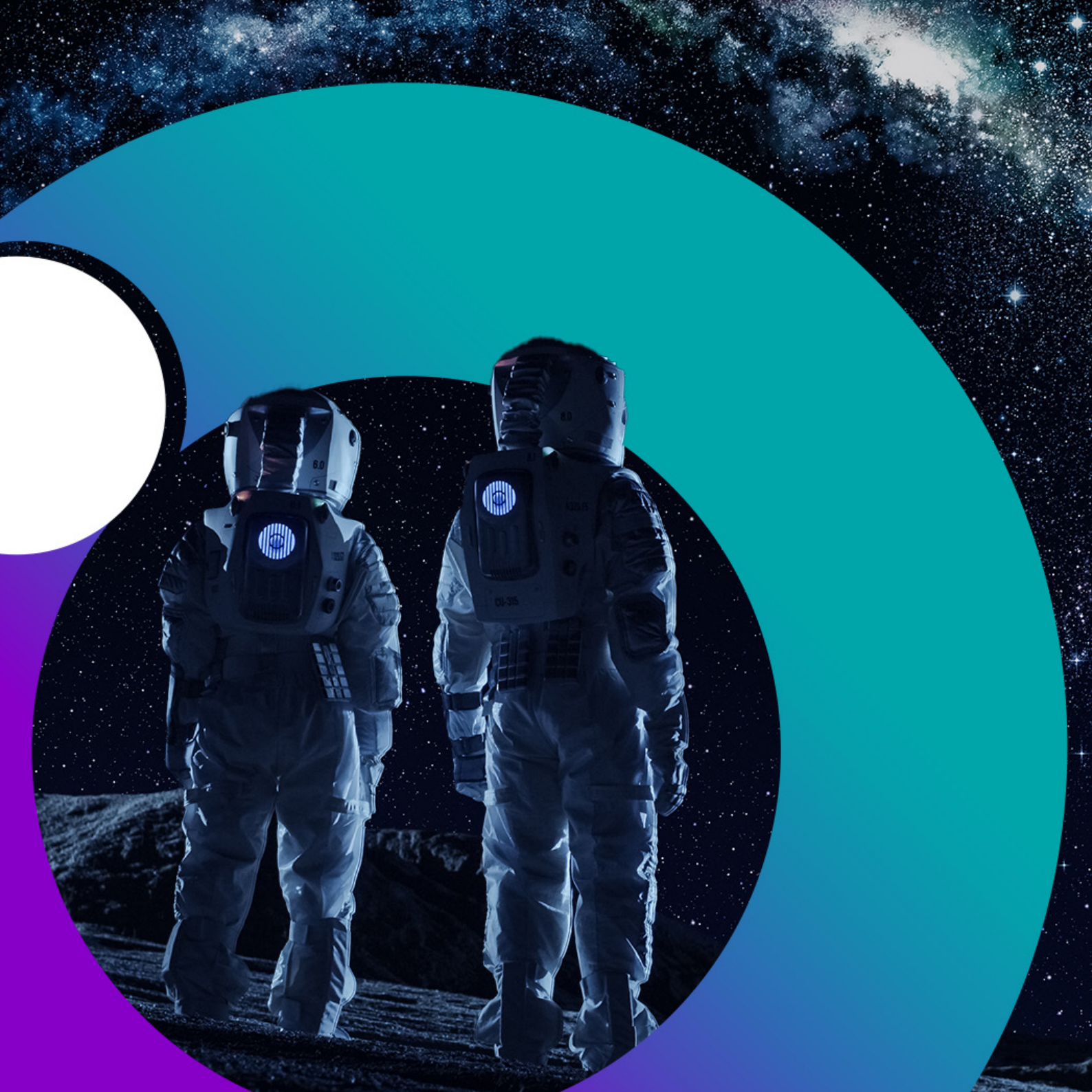
- **Increase of 3.4% volunteer participation, in part due to the implementation of a new Meta lead generation journey**
- **High open and click through rates across all emails (4% and 6% higher than 2023, respectively), with a low unsubscribe rate (0.1% in the main journey)**
- **Exceptional impact score of 4.73 which was 0.6 points higher than 2023**
- **10% increase in email opt-in rates, improving retention opportunities for future activities**
- **Vastly improved volunteer experience, with 88% of survey respondents finding their collection enjoyable, and 90% wanting to take part again next year**

Bold innovation and Apteco's dynamic software have enabled the NSPCC to deliver an exceptional volunteer experience, which we intend to continue to build upon for the 2025 Childhood Day campaign. Since the successful implementation of this journey, the NSPCC has incorporated key learnings across the rest of the PeopleStage journey portfolio, developing an excellent supporter experience.

# Euler.

# NSPCC







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