

BANK OF SCOTLAND

USED HIGHLY

PERSONALISED

TRIGGERED-BASED

DM TO IMPROVE ROIs



Royal Mail

MarketReach

BACKGROUND

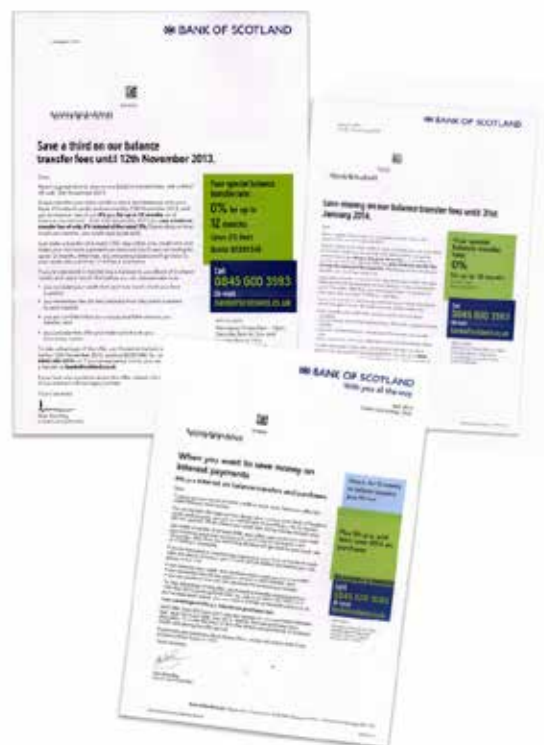
Communications at Bank of Scotland were previously high volume, one-size-fits-all, which is expensive, inefficient and risks bombarding customers with irrelevant communications. There needed to be a better way of targeting customers with more timely and relevant communications to reduce waste and improve ROIs.



SOLUTION

A sophisticated decision and optimisation model was developed that calculates the next best offer for every individual customer. The use of a decision and optimisation model means that communications are truly customer-focused and based on the likelihood to purchase, as well as the profitability of the product. Characteristics such as a customer's transactional history and demographic profile – as well as modelled data – are used to decide on the next best action. This action takes into account all previous interactions, the channels used and their outcomes. Trigger-based opportunities can be responded to quickly and effectively, reacting to what customers actually do at a moment's notice, supported by leading-edge statistical data modelling.

Contact rules ensured customers would never get more than two communications per month, all with unique DM packs and emails, with personalised headline, imagery, copy and offers based on previous interactions. The final creative aspect was the development of a unique DNA string for every customer: a code carrying all the information required to develop each communication, ensuring that the most logical communications are prioritised for each customer.



Source: DMA Bronze 2012.

RESULTS

The highly targeted and streamlined DM reduces the volume of communications and increases response rates by as much as 50%. The data strategy has cut costs, improved ROI and optimised channel usage. And importantly reduced over-solicitation.

Source: DMA Bronze 2012.

