



Predictive CRM

Case Study

Predictive Aftersales Marketing Campaign for "Dealer X."

The Campaign Brief

- Three simple campaigns were implemented using the selection criteria in the table below as source data.
- The campaigns were deployed via email and SMS channels, using well-branded HTML templates fully aligned with CI brand guidelines and requirements.

Campaign Type	Campaign Occurrence	Target Audience	Dealer Offer
Bespoke	Once-off	Registration Date before 10/8/2017 (ie. more than 3 years old) – only send to owners of model Y vehicles.	Minor service from R1150 incl. VAT & Major service from R2850 incl. VAT + free health checks done with all services.
Launch	Once-off	All customer records over three years old (ie. Reg. date / sale was over three years ago).	Replacement special with 20% discount on parts & labour while stocks last.
Predictive	Once-off	Customers who have not been seen in the dealership for 14 months in the following week.	15% discount on all part & labour.

The Findings

The results were phenomenal. Within the first three weeks post-campaign, the below table shows the actual bookings made for the VIN numbers targeted during the campaign, which generated R215,466 in revenue!

<i>Communication Rules - Send to customers with E-mail first and if no email send an SMS</i>	
<i>Period - Results based on transactions since communications sent 3 weeks ago</i>	
<i>Communications - 3 offers sent</i>	
Total Number of E-mails	502
Total Number of SMS's	1543
Total Communications Sent	2045
Bookings made by customers whos VIN received one of the communications	94
Actual invoices raised by customers who received one of the communications	76
Total value of invoices	R215,466
Number of invoices at Dealer X	32
Value of invoices at Dealer X	R100,574
Number of invoices at other dealers	44
Value of invoices at other dealers	R114,891

Key Takeaways

The results we witnessed begged the questions;

- **Why is it that more than half of the targeted customers took up the offer but chose to go to another dealer?**

To answer this question, Dealer X now has the list of customers in question and can use this opportunity to reach out to them to discover why Dealer X is not their dealer of choice, or to target them with a location-specific campaign while ensuring that they receive WOW treatment in an effort to retain them as customers.

- **Why did 20% of the bookings result in no-shows?**

To answer this question, Dealer X now has the opportunity to address this by reviewing the booking confirmation process and offering these 18 potential customers a convenience collection service.

This is just a small sampler of the power of this highly-targeted methodology and so much more can be ascertained and achieved using the data from this solution.