

du

The middle east's fastest growing telecom service provider innovates to double engagement - results that speak for themselves!

THE COMPANY

du is the Middle East's fastest growing telecom service provider of mobile, fixed line, broadband and IPTV services to the Middle East. Based in the UAE, they service both individuals and businesses in what is a fast paced and sophisticated market.

Not only is the marketing team able to ensure a strong customer experience, but they're also able to optimise their emails to create stunning results for the business using split tested emails for optimum results.

THE CHALLENGE

The challenge for such a well-loved brand is to create a consistent cross communications experience, as well as being able to tailor messaging and offers to suit each customer.

du use Silverpop to unify their marketing across business units to ensure the customer receives a positive customer experience as well as creating maximum revenue for their business.

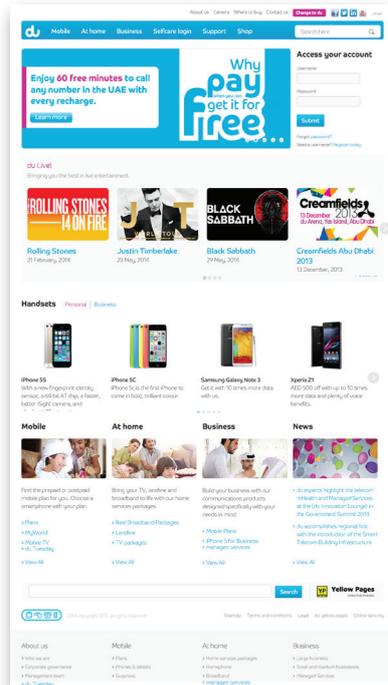
In a handset driven market, it is often a race to keep on top of the latest handset launch. An iPhone launch for example would often mean creating a cross-department collaboration team to bring together the web team, customer service team, sales team, in store staff, not to mention marketing.

THE SOLUTION

Using a combination of email and web forms, the marketing team is now able to create a simple, easy experience for customers. From an email announcing the latest phone and features, the team is able to track customers from the landing page they create, right through to their final order conversion. Not only is the marketing team able to ensure a strong customer experience, but they're also able to optimise their emails to create stunning results for the business using split tested emails to maximum results. In fact, the team is now sending more campaigns than ever before, with more tried and tested content than previously. Thanks to Silverpop's automation functionality they have increased the number of personalised campaigns they send from 2 a month to as many as 30 – all tested and executed in the same time – the only difference is the results.

THE RESULTS

Since moving to Silverpop, the team has been able to take advantage of the ease of use of Engage to send more campaigns to its database of customers; tailoring each with unique content. In just under a year the team has been able to almost double its average open rate from 20% to over 40%; a sign their emails now better resonate with their audience. As well as the increase in engagement, click through rates are frequently above the global average and conversion rates have risen across the business. The results for the email campaign encouraging customers to upgrade to the latest iPhone model saw conversion rates hit 60%; proving email marketing is core to their order book and overall revenue figures.



AT A GLANCE:

UAE: The Market in 2013 Google's Our Mobile Planet Report placed the UAE as having the highest smartphone penetration in the world; in comparison USA ranked #13, and the UK #9.

RESULTS:

- Doubled engagement metrics
- Conversion Rates as high as 60%
- Increased Opt-Ins
- Increased number of campaigns from 2 to 30 with the same size team.

Not content with optimizing their customer's email experience and online driven results, du looked for technology that complemented their areas of strength - mobile and multi-channel. du implemented Silverpop's 'Pop-In' solution as a way to capture email opt-in from concert goers and continue the conversation after the event.

du staff are able to use an iPad, pre-loaded with Silverpop's 'Pop-In' app to enter new customer details straight into 'Engage'. Once in the 'Engage' database, a number of automated programmes can run to send a welcome email, post event survey or any number of other relevant communications. For du, the 'Pop-In' feature allows them to acquire customers they might not ordinarily be able to reach – for example cash ticket purchasers. Since implementing 'Pop-In', du has used the app at concerts as diverse as: Andrea Bocelli, Sting, Sonu Nigam, Russell Peters, Justin Bieber and Rihanna to reach thousands of new subscribers.

With some fantastic first year results with Silverpop recorded, the team at du are already looking for new ways to continue to innovate. With a strong focus on mobile and social for next year, du are looking to Silverpop to continue to help them unify their cross channel communications and further prove customer experience and revenue create results that get people talking!

To find out more about Silverpop, an IBM company, and how it can benefit your company, please contact us at 1-866-745-8767 or +44 207 202 5930.

Visit us at www.silverpop.com

HIGHEST NUMBER OF 'POP-IN' OPT INS BY CONCERT:

1. Justin Bieber
2. Andrea Bocelli
3. Sting