

# Citobi Case Study

How a personalized communication can increase brand loyalty & cross-selling revenues



## EXECUTIVE SUMMARY

TOURING WANTED TO DEEPLY INTERACT WITH ITS MEMBERS TO BOOST PERSONALIZATION

Touring wanted to work on members loyalty by increasing the degree of their personal interaction with the brand. Through a CRM program, Touring uses every single interaction with the member/prospect to better know him, and then interact with him in the most personalized way. Based on customer personal behaviour and business segmentation, tailor-made e-mails are sent to the members for sales, promotion and information purposes. The cross-selling revenues per member have increased. The automation of data flows and campaign generation has allowed a gain of productivity. And Touring business model is permanently enriched by a better & deeper customer knowledge.

## CUSTOMER CHALLENGE

DEVELOPMENT OF A CRM PROGRAM WITH FULL AUTOMATED PERSONALIZATION & SENDING OF MESSAGES

Touring was looking for a solution to develop and to upgrade the interactions with the members and prospects. For already identified customer or prospect, all interactions must be captured to update and enrich their profile. The Touring call center & the e-mail campaigns integrate this information to personalize all contacts. E-mail campaigns are used for several purposes (sales / information / administration) and are fully automated.

## CUSTOMER TESTIMONIAL

Ab Polspoel - Internet Manager - Touring

"Managing from a centralized and integrated view of all client interactions, including those, more and more important, coming from internet will be a success factor for Touring CRM strategy. Citobi teams & Actito software have helped the ideas to become real actionable items."

## RESULTS & RETURN

The development of a complex data flow between ACTITO database management, Touring Database Management, web analytics capabilities and automated scheduled scenarios has allowed :

- to reduce personal communication development time
- to increase the interactions with the brand
- to increase the cross-selling possibilities
- to enhance the follow up quality of the customers

More than 175.000 members and prospects are today active in Touring e-mail database. A database, permanently growing, thanks to recruiting actions and loyalty programs, conducted on the central Actito CRM program.



## CITOBI SOLUTION

VISION & STRATEGY

Touring began to communicate with the consumer through segmented e-mails (segmentation based on age). Then the communication was personalized in function of the declared centers of interest. Declared information is certainly interesting to communicate with the consumer. But tracking the natural behaviour of the customer (web visit, e-mail clicks, sales) is even more powerful to address personally the customer.

KEY SUCCESS FACTORS

Citobi & Touring have developed an integrated approach allowing synergies and data exchanges between the Touring website (behaviour of the customer / prospect on website), the Touring internal datas (contacts with call center, customer purchase portfolio) and e-communication program Actito (e.g. newsletters / administration / cross-selling). The main strategic focus was to keep all interactions and acts monitored, and then personalize the messages in function of this information. With Actito, Touring is now entering a phase of structured and automated CRM.

OPERATIONAL SOLUTION

After having monitored the behaviour of the consumer through different flows of data, Actito receives a trigger to send automatically the appropriate communication to the customer / prospect. Moreover, there is a permanent exchange of information between Actito CRM tool & Touring ERP to have always up-to-date information and to manage the continuous relationship with the customer (call center, campaign, sales, ...).

