

Case study

LOYALTY PROGRAMME



marketing**options**
INTERNATIONAL

EMC Customer Loyalty Programme

EMC²

FAST FACTS

Company

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions.

Project

- Develop a customer loyalty programme for key accounts in Australia and New Zealand
- Create a strong brand identity and loyalty card for the programme
- Build an integrated communication plan to raise awareness of the programme

Challenges

- Attracting customers to join the programme
- Gaining sales support for the programme
- Selecting the top platinum customers for the programme

Results

- 33% of customers joined the programme within the first two weeks
- 50% awareness of the programme within the target community

EMC Customer Loyalty Programme attracts 33% of customers.

Requirements

EMC Corporation in Australia and New Zealand needed a customer loyalty programme that focused on rewarding customers for their commitment and support. This programme would be targeted at individuals, rather than organisations and be exclusively for hand picked accounts in Australia and New Zealand.

To define, design, plan and execute this programme EMC turned to Marketing Options International (MOI).

"EMC have worked with MOI for over 5 years. I was confident that they would be able to deliver a programme that we would be proud of and would really help us to engage our key accounts."

Challenges

This programme needed to be locally driven and offer real benefits to the customer on a personal not organisational level.

To be a success the programme needed to appeal to key internal stakeholders

within EMC, namely sales and marketing. These groups have a huge impact on the long term success of the programme and needed to be kept informed and included as the programme developed.

Solution

MOI set to work on developing a strong identity for the programme. After a number of options were explored 'The Lounge' was chosen.

'The Lounge' was designed to reward customers for working with EMC.

The EMC Sales and Marketing team worked together to hand pick senior IT and Business contacts from 70 accounts that would be targeted with this programme.

An integrated communications plan was created that combined multiple touches with high levels of personalisation. This programme consisted of five key stages. Each stage involved MOI working alongside EMC Sales and Marketing teams:

EMC²
where information lives™



THE LOUNGE
customer program

PLATINUM CUSTOMER

EMC Customer Loyalty Programme



Stage 1: Personalised welcome letter with programme guide and rewards flyer.

Stage 2: EMC Account Executives to call the accounts to seek feedback on the programme.

Stage 3: Direct mail with gift card containing personalised Loyalty Card, EMC Account Executives Business Card and invitation to launch event.

Stage 4: EMC Account Executives to call to seek feedback and buy into the programme.

Stage 5: Launch events for 'The Lounge'.

To launch the customer programme a series of executive-level dinners were organised in Australia and New Zealand. This was a major part of the programme

as this provided the perfect opportunity for senior executives from EMC to personally develop relationships with the targeted key accounts.

Results


The Lounge customer programme has been an instant success with 33% of customers signing up after just one touch. A notable secondary benefit has seen 25% uplift in attendees to the EMC User Group meetings.

An additional benefit EMC wanted from the programme was reference-ability from the customers who signed up to 'The Lounge'. To date this programme has resulted in 28 references with more soon to follow.

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