

# Connecting with customers



## Building strong customer retention systems to maximize share of wallet.

Traditionally Electrical Wholesalers spent tens of thousands of pounds printing and distributing catalogues, offers and new product specification sheets. Wilts were no different and as the largest UK independent electrical wholesaler with over 70 branches, their print and mail costs were burgeoning.

Print is perfect in some circumstances but when it comes to keeping databases fresh it has weaknesses. Wilts were not sure who read their newsletters and offers; was it the accounts department or were the offers read at all?

As a successful and growing business Wilts needed to take control of their data and communications.

### The Challenge

Difficult trading conditions for construction meant that Wilts had to improve communications efficiency. They needed to target their customers more accurately, reduce the costs associated with mailing printed materials and obtain better commercial intelligence (who reads what, which campaigns are most successful).

### A Communications Infrastructure

APMDigital's 10 year's experience of email and digital communications was vital to the success of the project. APMDigital configured Abachigo, an open source eMail marketing tool with extensive functionality and excellent reporting. Initially six separate templates were built and tested for deliverability and readability in different eMail readers. Wilts existing databases were cleansed appended and segmented by region. Off line campaigns were designed to capture email addresses and build the original database.

### Results

Wilts saved money immediately. Regular mailings to their 30,000 database meant that they had been spending £7,200 on postage alone. Using Abachigo these costs were reduced dramatically to around £680 and there were no costs for design and printing.

Abachigo's tracking and reporting gave managers useful intelligence on individuals, which was used to tailor bespoke offers and improve conversion rates.

Wilts quickly identified non-responders and instigated a campaign to determine the reasons for not opening emails. In many cases individuals had either left the company or had changed their email address. Wilts have improved the quality of their customer data, improving campaigns, communications and revenue.

#### Company profile:

With over 70 Branches and 700 staff, Wilts is the UK's largest independent electrical wholesaler.

#### The Challenge:

Improve customer retention and lower costs.

#### The Solution:

Configure and build an eMail marketing system with Newsletter Templates. Clean and segment data, build a 'new client' welcome process.

#### The Result:

Increased customer retention, increased response to offers and sales growth.



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