

CASE STUDY | Distributed Marketing Bridges the Gap between Marketing and Customer Service

CASE STUDY AT A GLANCE

Solution Spotlight

Distributed Marketing

Industry Vertical

Financial Services

Business Challenges

- Financial advisors had no visibility into what central marketing sent to their customers
- Central marketing lacked the ability to coordinate strategy against local intelligence and local marketing efforts
- Lack of cross-platform consistency of the messaging compromised the customer experience
- Financial advisors fulfilled time-consuming marketing tasks and had to manually track their local marketing and customer data on spreadsheets
- Cumbersome campaign processes with little visibility into campaign execution and results
- Inability of financial advisors to perform target marketing
- Lack of corporate marketing insight into financial advisor communications with clients

Solution Overview

- Implemented Distributed Marketing to enable financial advisors to utilize central marketing campaigns but retain control over which communications went to their customers
- Solution includes desktop access for 1800 financial advisors to review and modify their client lists targeted for a central marketing campaign
- Developed a data capture integration point to enable coordination of local and central marketing efforts via multiple touch points

Pinpoint Systems helped a large financial services firm coordinate marketing campaigns with its financial advisors for a scalable Distributed Marketing system that created transparency, generated significant cost savings and efficiencies, and resulted in an improved customer experience.

Financial services marketing faces increased pressure to be more relevant and timely when communicating with their customers. In order to maximize the effectiveness of those communications, companies must combine the detailed knowledge of customer needs held by financial advisors with corporate marketing strategies and tactics. Marketing must provide local brokers and sales representatives with the information and campaigns that will work best for their target audience while maintaining brand standards.

To achieve this level of customer engagement, the solution for many companies is Distributed Marketing — the practice of centralized marketing planning and execution, but with input from each financial advisor on what marketing communications each client should receive. This process is enabled by a web-based marketing automation tool that helps bridge the gap between marketing and sales channels, presents a simple user interface, provides real-time reporting and allows for ease of compliance with corporate marketing policies and quality standards .

Distributed Marketing can only be effective if it addresses both the needs of corporate marketing and the local agents in the field who rely on the system for up-to-date information on campaigns and communications for their target customers to deliver the most appropriate information at the right time.

The Challenge

Our client is a large financial services firm with dozens of business units and multiple product lines. The central marketing group was responsible for the marketing campaigns, but there was little transparency around what messages were being sent to which customers. This lack of coordination with the financial advisors in the field meant that direct mail was sent that had little relevance for certain customers. Additionally, the 1800 financial advisors had to execute their own campaigns, including preparing lists and selection criteria.

The client was using an in-house application to handle their marketing campaigns that was quite complex for the advisors to use and campaign efforts were deployed in isolation. The financial advisors wanted to focus on the needs of their customers and not be burdened with performing marketing tasks they felt were outside of their scope. With the previous system, the advisors had no clear line of sight into the central marketing deployment and the customers often received too many messages or mixed messages.

The previous system sent a notification that a particular direct mail needed to be pushed to the customer and it was up to the financial advisor to go step-by-step through a lengthy wizard tool to add names to the campaign, one at a time. This process could take a minimum of one hour per advisor for each marketing campaign.

With Distributed Marketing, our client's financial advisors have greater control of their customer communications and experience significant time savings as central marketing can better manage the marketing planning and execution.

(continued)

Solution Overview (cont.)

- Integrated all marketing contacts with the existing sales force automation system
- Built cross-platform tracking and reporting capabilities to provide insight for corporate marketing to proactively determine financial advisors' campaign needs
- Solution based on IBM/Unica Distributed Marketing software

Benefits Summary

- Significant cost savings with over 54,000 man hours of valuable financial advisor time saved per year by utilizing corporate marketing campaigns versus performing their own marketing
- Higher quality customer experiences, resulting in greater lead/sales
- Faster time to market - easier to deploy communications across the entire client base of 9 million customers and quickly react to changing market conditions and client needs
- Improved brand standardization and consistency
- Meaningful and coordinated touches across all client contacts
- Higher level of service and personal touch provided by Marketing to the financial advisors
- Better capabilities for lead generation with financial advisors able to create new leads based on responses from campaigns

The Solution

Our client knew that they needed to adjust their campaign execution as it was cumbersome and not providing the 2-way communication needed between the marketing activities and the financial advisors' customer interactions. Pinpoint was engaged to increase the effectiveness of the system, to help streamline their processes and put more control into the hands of the central marketing group while minimizing the effort needed for the 1800 financial advisors to initiate campaigns to their customers.

Pinpoint consultants provided the technical expertise to build a scalable solution to accommodate the client's growth in communications volume to their 9 million customers. Upon upgrading the entire IBM Unica platform, including hardware, Pinpoint configured the Distributed Marketing system and integrated it with the client's existing systems to ensure the information flowed back and forth into the marketing warehouse.

With the Distributed Marketing solution central marketing is in active communication with the financial advisors. They can now send a communication that includes the exact piece to be sent and if a financial advisor has specific knowledge about a customer, they can add them to the campaign quickly and easily. Marketing can view the reports to see advisor activity and with the added insight can make necessary adjustments before sending out the campaign. Marketing has the control of executing the campaign and the advisors are freed from the time-consuming process required by the former system.

To address the client need for ease-of-use, Pinpoint consultants built campaign templates and custom reports in the distributed marketing solution to facilitate insight into the effectiveness of the communications. Pinpoint integrated the distributed marketing solution with the client's sales force automation system to track responses through the full lead management process.



**MARKET SMARTER.
ADAPT FASTER.**

page 3

About Pinpoint

Pinpoint Systems helps you realize the promise of real-time marketing to ensure that each of your customer interactions is more intimate and most productive. We intelligently deploy real-time marketing systems and provide EMM software consulting and implementation for Fortune 1000 and mid-market companies.

Pinpoint's consultants help you navigate the complexity of real-time, customer-centric marketing interactions, enabling new capabilities that maximize the value and measurability of every customer relationship. Our practical, hands-on approach combines qualitative analysis of your business needs with a deep understanding of data, technologies and tools to help you select, implement and manage real-time marketing systems with confidence and agility.



**Pinpoint Systems is an authorized IBM Unica Reseller and IBM Unica SVP Partner.*

The Benefits

With the coordinated marketing solution the financial advisors are now better able to leverage and reinforce marketing programs to deepen their customer relationships. They can spend more time taking care of their customers rather than initiating, tracking and administering the marketing campaigns. The ability to centrally deploy, track and personalize the marketing programs results in more relevant customer communications with greater speed to market and increased effectiveness of the overall marketing efforts.

The solution is saving more than 54,000 man hours among the team of 1800 advisors. The targeting is more accurate as the central marketing team can now combine the local knowledge from the financial advisors on their customers' interests and preferences, resulting in symmetry with the messaging. This added information helps with future customer engagement efforts by tracking all past marketing materials and solutions delivered to customers.

Since the implementation of the new Distributed Marketing system, campaign effectiveness is greatly improved. The financial advisors are able to create new leads based on responses from distributed marketing campaigns and can add those new leads to on-going marketing communications.

Beyond the cost savings from the reduced man hours and increased speed to market, the team is marketing more effectively because of improved 2-way communication. Distributed Marketing allows the central marketing group greater brand control on the assets and they can better adhere to brand standards and consistency across their programs. By including the customer relationship experts in the process and applying their feedback, Marketing is able to continuously improve campaign performance.

Want to explore if the Distributed Marketing solution is right for your business?

Learn what Pinpoint Systems can do for you.

info@pinpoint-corp.com
