

The South West Trains logo, with "SOUTH WEST" in blue and "TRAINS" in orange, all in a bold sans-serif font.

BlueVenn's Customer data management solution sets Stagecoach on a course for enhanced passenger service and improved revenue

INTRO

Founded in Scotland in 1980, Stagecoach Group is a leading international public transport company. The group service around three million customers a day with its bus, coach, rail and tram operations, in the UK, Europe, North America and Canada.

Currently the incumbent contractor for the UK's South West Train service, Stagecoach wanted to implement a Single Customer View (SCV) and data management solution to better communicate with its customers, and continue delivering the best service to South West Train passengers.

Stagecoach chose BlueVenn to create a solid and trustworthy base for its marketing intelligence, and help the company gain control of its data, without having to rely on external agencies to tell the company how to take action. Already, Stagecoach

is on track to generate an additional £2m (\$2.48m) in revenue per year.

THE REQUIREMENTS

With the South West Trains contract up for renewal, the Department for Transport (DfT) created a new specification for the future of the service. This included creating additional carriage capacity and a smart ticketing system, along with improved customer service and connectivity across the South Western network.

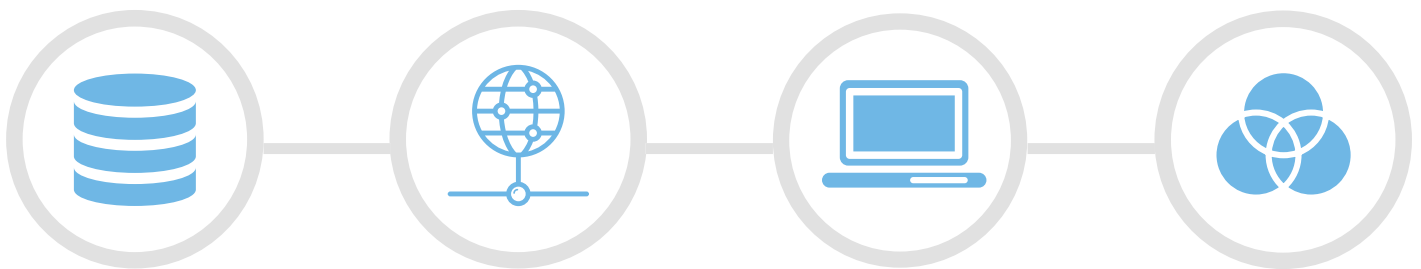
In order to satisfy the objectives set out by the DfT, Stagecoach was required to design a Single Customer View and Customer Relationship Management solution as part of its proposal to continue running the South West Train franchise.

The company eventually decided on BlueVenn to implement the required solutions. BlueVenn's reputation helped play a role in the decision, with Stagecoach's CRM Manager having previous knowledge of the company's capabilities. He says: "I think the experience that BlueVenn has stood head and shoulders above everyone else.

"Other competitors were very rail industry based, and we are trying to get out of that mould. Everyone in the industry uses the same tools, and they might work but we want to be different. Our focus needed to be more on customers and [BlueVenn] get that."

"If we can get all our customers at Stagecoach to travel just once more a year, the amount of revenue that could generate would be crazy. And that's just talking about the customers we do know. What about the customers we currently don't?"

Stagecoach CRM Manager



THE OBJECTIVES

Previously, Stagecoach had no solution to consolidate its data sources and gain a unified view of customers. It needed better ability to analyze the data and quickly make the results actionable.

"We migrate people from A to B every year in the millions but we have very limited numbers in our database," says the Stagecoach CRM Manager.

"We needed to be in control of our data and have a view of all our customers. Our previous agency could only provide us with counts rather than any proper customer insight," he continues.

An SCV was a high priority for Stagecoach and something that could help the marketing team improve the experience for South West Train passengers.

"At the moment we could know a lot more about our customers than we currently do. For example, we have a rough number of how many commuters but we don't know who they are. BlueVenn analytics will allow us to establish a buying pattern, their history, what they do and don't like doing and target them in a smarter way."

THE SOLUTION

The main component of the Stagecoach solution was a Single Customer View, built using millions of South West Train passenger records. To create this, the SCV pulls in customer data including emails, addresses and telephone numbers, along with transactional data streams from travel service The Train Line, the Association of Train Operating Companies (ATOC), season ticket service Gold Star and more.

BlueVenn undertook the data quality improvements, which included matching addresses, removing invalid data and salacious records, removing duplicates and applying suppressions. Once this data had been consolidated, BlueVenn was able to build a Single Customer View database with over 6.1m precise records, which are refreshed daily to ensure continued accuracy.

To take advantage of this customer data and take action, Stagecoach use BlueVenn's analytic tools, which integrate with responsive real-time marketing, email automation and data visualization tools to provide a joined up view of customers and campaigns.

“BlueVenn was brilliant through the pitch process. When we had any issues, they stepped up and said ‘right, let’s sort this out’. For me, that was a sign. These guys will bend over backwards.”

Stagecoach CRM Manager



The combination of an SCV and BlueVenn analytics enables far greater insights about customers, enhanced segmentation, optimized up-sell and cross-sell opportunities, improved loyalty and value, and creates better customer engagement.

“This solution gives us the control so we can go in and interrogate the data,” says the Stagecoach CRM Manager. “With more control we have more say in what we do. Before we were led by someone else telling us we should be doing X, Y or Z.

Now, we can see what works and what doesn't. For customers, it will create a much more personal experience and means we will send customers emails about things they actually like.”



CONCLUSION

After an extensive training and consultancy program, included as part of the BlueVenn solution, the Stagecoach marketing team was quickly able to utilize the many features of the BlueVenn platform. For example, to design and run marketing campaigns and derive campaign, product and financial analysis reports. The team can also display data, identify trends, discover consumer behaviors and target groups for campaigning.

After implementation, it didn't take long before the organization started seeing impressive results. For the period of July-October 2016, Stagecoach generated £535,000 (\$664k) from triggered cart recovery alerts, a figure that equates to an estimated £2m (\$2.48m) in additional ticket revenue per year.

"We have moved from a Ford Mondeo to a Formula One car. I don't think anyone got it, until the training, but now they get it. Now they say 'wow,'" says the CRM Manager.

"The service has been top notch. There has been no stone left unturned and they will always go the extra mile. I would definitely recommend BlueVenn to anyone."

Stagecoach CRM Manager

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