



Bring Dialog's best-of-breed Marketing Service for Boots Norway

Boots Norway existing customer loyalty program consists today of 200.000 active customer. This includes an increase of 30% (60.000) growth so far in year 2014.

Bring Dialog delivers systems, services and consultancy to Boots Norway through a compiled package that includes, strategic consulting, data quality services, creative services, and customer engagement solutions all delivered in a mix to be actionable. Bring also assists Boots in execution, support and maintenance of all campaign and marketing activities in all of Boots Norway's channels.

When Boots started their customer engagement improvement process, they started with a review of their existing platform. They found that they had disjointed systems that were working disconnected with lack of automated integration. Customer and customer engagement data were located in separate systems. The review further revealed lack in data having one simple customer view in a fulfillment system and a separate communication system where they could only interact with customers through email and simple surveys. The working processes at the time were list based and tedious, with lots of room for human error and no mechanisms to follow up on activities and keep track of the total customer engagement view.

The first delivery for Bring Dialog were providing a solution to facilitate lead management and recruiting for Boots customer loyalty club. The quality of data that Boots could deliver to Bring were not optimal, so as an additional service from Bring, Boots got data cleansing and additional data attribution added to their datasets.

Over several short workshop deliveries with Boots, Bring has delivered a new segmentation model and a set of processes and activities, so that Boots are able to execute on the insight gathered by the segmentations. Targets and KPIs are defined to secure and measure ROMI (Return-of-Marketing-Investment) for these activities upon execution.

Bring and Boots continues their prosperous teamwork into 2015 with lots of plans for where to go next.