



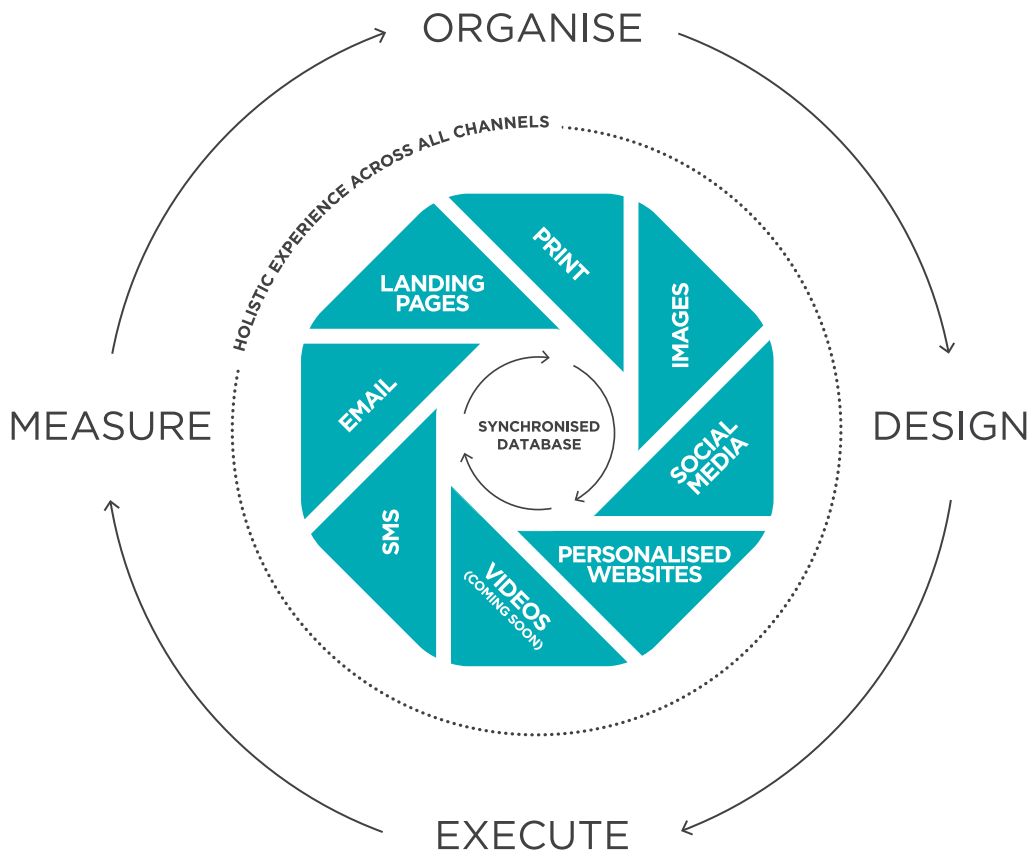
INTEGRATED  
MARKETING  
**SOLUTIONS**

MSP  
ORDERING  
PROCESS  
**CASE STUDY**

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# DELIVERING FULLY SYNCHRONISED, PERSONALLY RELEVANT AND CREATIVELY ENGAGING CAMPAIGNS ACROSS MULTIPLE CHANNELS



## CASE STUDY

### DELIVERS AN EFFICIENT, TIMELY AND COST-SAVING SOLUTION TO MSP'S ORDERING PROCESS.

#### INTRODUCTION

MSP Photography is Australia's largest school photography service provider, photographing around 1.3 million pre-school, primary school and high school students across Australia each year. With such an established footprint it would make sense that MSP Photography is the biggest and the best in their industry.

#### THE BRIEF

Twice a year MSP Franchise Owners can place substantial orders for their satchel and pre-paid envelope requirements.

Larger orders are placed in October for delivery in December and January. Mid-year "top ups" are ordered in April for June and July.


Previously, these orders have been placed by the Franchisees and manually collated by the Production Manager at the Wagga Resource Centre.

#### KEY OBJECTIVES

- To automate the workload for ordering envelopes and satchels by the Franchisees. The process required significant man hours due to the manual task of receiving, collating, organising, checking, tracking and dispatching over 1 million orders per year.
- To reduce the number of follow-ups required to ensure orders are correct. The Production Manager would have spent a minimum of 45 minutes per Franchisee ensuring orders placed were correct.
- To reduce manual intervention resulting in human error.
- To reduce the overall 4-6 week process to get the orders in.

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#### ABOUT

Our  team assist businesses integrate their marketing campaigns by using a single cross-media platform to deliver relevant, timely and fully synchronised customer experiences across multiple communication channels.

**To find out more visit our website: [experienceu.com.au](http://experienceu.com.au)**

## OUTCOMES

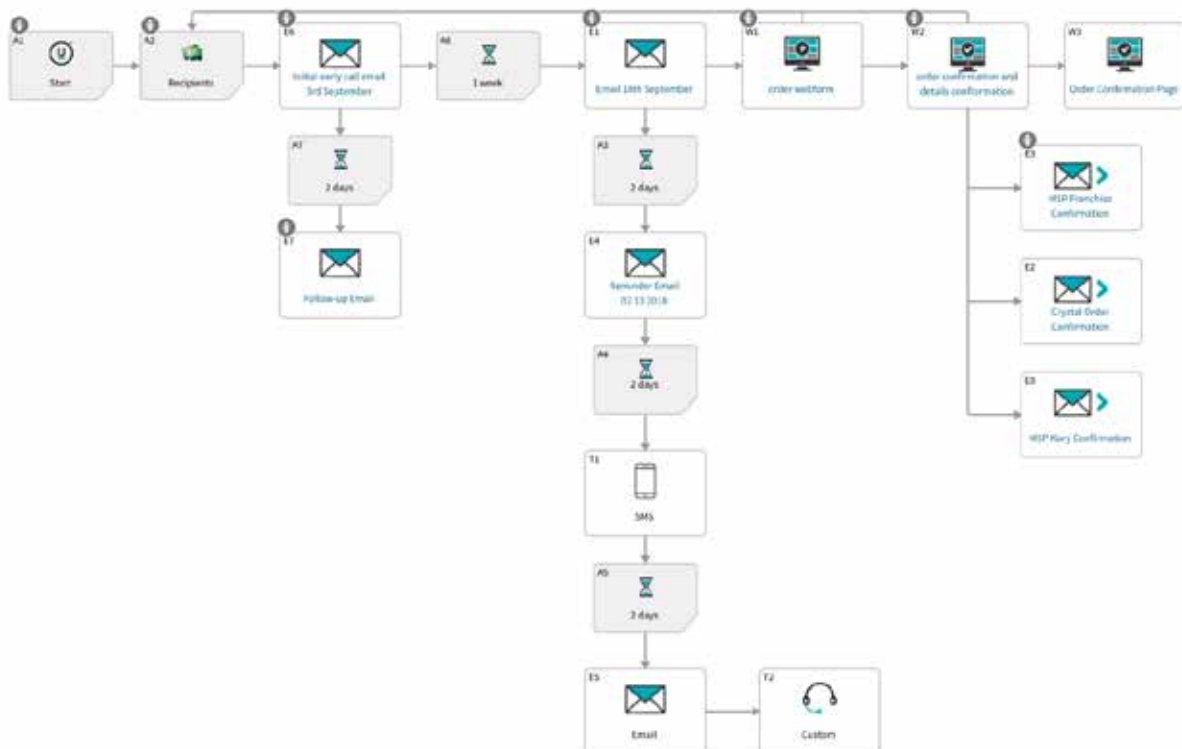
U provided Franchisees with a quick and simple ordering process for their satchels and pre-paid envelopes. The journey commenced with an email giving Franchisees information regarding the upcoming order for satchels and pre-paid envelopes, a prompt to check their current stock levels and in indication of when they would receive the ordering email. This communication was sent out again two days later to Franchisees who did not open the original email.

One week later the ordering email was sent to all Franchisees with an incentive for the 1st and 5th orders placed to win a Google home and the 10th and 15th to win a Google Mini. The Franchisee simply had to click on the order now button in the email to be taken to a personal landing page where they could enter the amounts of each product they required. The page also had the ability to calculate the pricing depending on the quantities required. Upon submitting the order, a confirmation page was presented where the Franchisee could check their correct billing and delivery address and make changes accordingly.

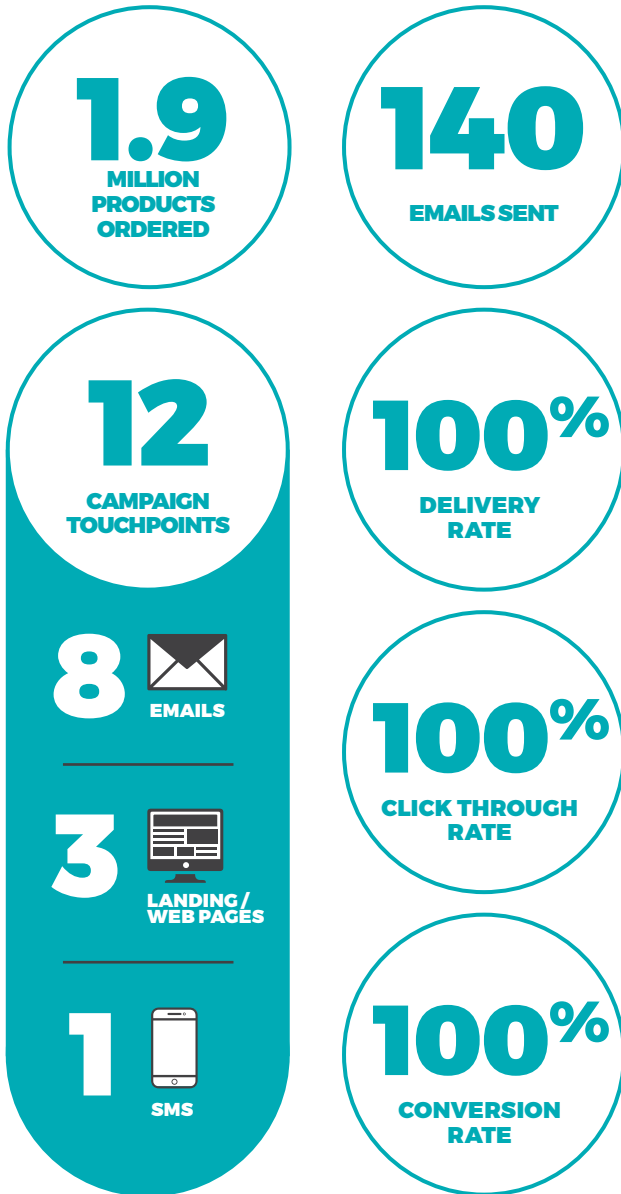
From the submitted order page, automated emails were triggered to the Production Manager and to Worldwide's Production Hub who were facilitating the printing of the satchels and pre-paid envelopes.

Franchisees who did not place their order received an additional reminder email and failing responses to email, switch channels to SMS, before an automated email would be sent to the Production Manager to follow up with Franchisees who had not yet placed their order.

## CUSTOMER JOURNEY



## STATISTICS



## TESTIMONIAL



The process was simply brilliant and saved me a significant amount of time coordinating and placing the satchel and pre-paid envelope orders. It also assisted in reducing any manual errors. I enjoyed watching the process unfold and I was fascinated to see the system used in this way. My only involvement was touching base with Neil to see how the campaign was going. Including prizes increased the banter and fun amongst the Franchisees. The visibility of the data made available to me was excellent. In speaking to the Franchisees they thought that the emails were being sent personally from me, this was a great feature when in fact the system was doing all the work and I could have a completely hands off approach.

**Kory Cavanagh**  
Production Manager



## GLOSSARY:

**Touchpoint:** Contact point type, such as; SMS, Email, Order form pages.

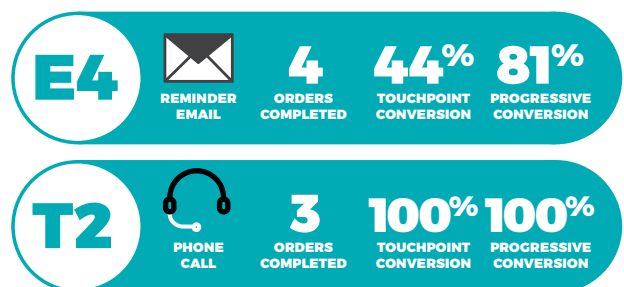
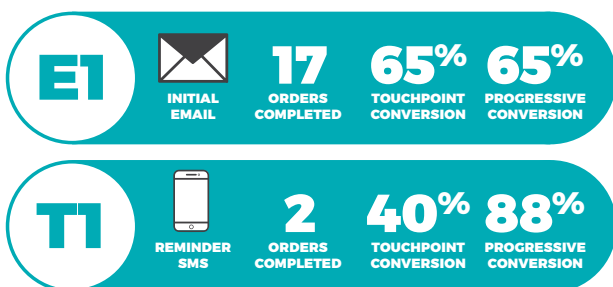
**Email Sent:** Total number of emails sent throughout the campaign.

**Delivery rate:** Percentage of emails sent which were received by the customers.

**Click through rate:** Percentage of customers that clicked through to the order form.

**Conversion rate:** Percentage of customers that completed the order process for the satchels and pre-paid envelopes.

## PERCENTAGE OF ORDERS PER COMMUNICATION TOUCHPOINT



## SACHEL



## PRE-PAY ENVELOPES

**PRE-PAY ENVELOPE**

More products and options available - Order Online!  
[www.msp.com.au](http://www.msp.com.au)

**Premium Pack**  
See Overleaf → 2x 10" x 8" 3x 5" x 7" Black and White Portrait 1x 5" x 7" 4x 5" x 3.5" 4x 1.7" x 1.2" Portrait Download (Not print quality)

**Classic Pack**  
Best Value for Money  
See Overleaf → 1x 10" x 8" 3x 5" x 7" 2x 5" x 3.5" 3x 3.5" x 2.5" 4x 1.7" x 1.2" Portrait Download (Not print quality)

**Value Pack**  
Popular Choice  
See Overleaf → 3x 5" x 7" 2x 5" x 3.5" 3x 3.5" x 2.5" 4x 1.7" x 1.2" Portrait Download (Not print quality)

**Essential Pack**  
See Overleaf → 4x 5" x 7" 4x 1.7" x 1.2" Portrait Download (Not print quality)

**Basic Pack**  
See Overleaf → 1x 5" x 7" 2x 5" x 3.5" 3x 3.5" x 2.5" 4x 1.7" x 1.2" Portrait Download (Not print quality)

**Gift Pack\***  
All 12 items  
\*Only available when purchasing one of the packs listed above.  
3 Photo Bookmarks 8" x 2" 2x 2" x 1.4" 1x Door Calendar 10" x 4" 1x Photo Calendar 5" x 7" 4x Photo Gift Tags 3.4" x 2.5"

**Group Only**  
See Overleaf →

**msp photography** **100% Money Back Guarantee** **CAPTURING SCHOOL MOMENTS**

**PRE-PAY ENVELOPE**

More products and options available - Order Online!  
[www.msp.com.au](http://www.msp.com.au)

**Premium Pack**

**Classic Pack**  
Best Value for Money

**Value Pack**  
Popular Choice

**Essential Pack**

**Basic Pack**

**Gift Pack\***  
All 12 items  
\*Only available when purchasing one of the packs listed above.

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**PRE-PAY ENVELOPE**

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**Deluxe Pack**

**Value Pack**  
Best Value for Money

**Standard Pack**

**Gift Pack\***  
All 12 items  
\*Only available when purchasing one of the packs listed above.

**msp photography** **100% Money Back Guarantee** **CAPTURING SCHOOL MOMENTS**



**PERSONALISED INITIAL EMAIL (E6)**

**PERSONALISED FOLLOW UP EMAIL (E7)**



**ENVELOPE & SATCHEL ORDERS**

msp photography

I am reaching out with a friendly reminder to let you know that I'll soon be requesting quantities for the second envelope and satchel order for 2018.

Tom, please could you review your current stock levels and start thinking about your future requirements.

Just as a reminder the products that will form part of the next indent order include:

| STOCK CODE | DESCRIPTION                         |
|------------|-------------------------------------|
| V0088      | A4 Blank Pre-Pay Envelopes (Sports) |
| V0089      | A4 Pre-Pay Envelopes (Family)       |
| V0100      | A4 Pre-Pay Envelopes (Class/Year)   |
| V0103      | A4 Pre-pay Envelopes (Preschool)    |
| V0083      | Large Satchels (300mm x 260mm)      |
| V0084      | Small Satchels (110mm x 200mm)      |
| V0184      | Folder Horizontal (10x8)            |

There is no need to send me your requirements now as we will be utilising a new process in order to collect the orders. On Friday 7th September you will receive a further email from me with a link to the orders page.

Kind regards

Kory Cavanagh  
Production Manager

Have your details ready as there are a couple of prizes up for grabs for the 1st in best dressed.

Contact our friendly team today for more information:

T 02 6533 7700  
E kory.cavanagh@misp.com.au  
A PO Box 8459  
Koorngal, NSW 2650  
W misp.com.au

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MSP Photography, Level 2/100-110 Stirling Highway, Melbourne, VIC 3000, Australia

**PERSONALISED  
NAME**



**ENVELOPE & SATCHEL ORDERS**

msp photography

Further to my email of the 3rd September I am reaching out with a friendly reminder to let you know that I'll soon be requesting quantities for the second envelope and satchel order for 2018.

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**PERSONALISED  
NAME**

**PERSONALISED ORDER EMAIL (E1)**



**PERSONALISED NAME**

**PERSONALISED URL**

**PERSONALISED FOLLOW UP ORDER EMAIL (E4)**



**PERSONALISED NAME**

**PERSONALISED URL**



## PERSONALISED ORDER WEB FORM (W1)



**MSP ENVELOPE & SACHEL ORDER FORM**

Please select which products you would like to order as part of your 2nd instant order for 2018. Please note it is important that you order sufficient products as only a small quantity of each of these products will be available should you run out. All prices ex GST.

| Product                             | Unit Price | Stock Code | Description                         | Quantity | Total (ex GST) |
|-------------------------------------|------------|------------|-------------------------------------|----------|----------------|
| AA Black Pre-Pay Envelopes (Sports) | \$0.16     | V0099      | AA Black Pre-Pay Envelopes (Sports) | 5000     | \$900.00       |
| AA Pre-Pay Envelopes (Family)       | \$0.20     | V0099      | AA Pre-Pay Envelopes (Family)       | 30000    | \$3,300.00     |
| AA Pre-Pay Envelopes (Class/Inst)   | \$0.16     | V0100      | AA Pre-Pay Envelopes (Class/Inst)   | 100      | \$18.00        |
| AA Pre-Pay Envelopes (Photo Inst)   | \$0.16     | V0101      | AA Pre-Pay Envelopes (Photo Inst)   | 20000    | \$5,300.00     |
| Large Satchels (330mm x 225mm)      | \$0.40     | V0066      | Large Satchels (330mm x 225mm)      | 1        | \$0.47         |
| Small Satchels (310mm x 225mm)      | \$0.30     | V0065      | Small Satchels (310mm x 225mm)      | 700      | \$217.00       |
| Folder Vertical (12x6)              | \$0.43     | V0106      | Folder Vertical (12x6)              | 5000     | \$2,150.00     |

**ORDER TOTAL: \$9,583.47 EX GST**

**CALCULATE ORDER**

**SUBMIT ORDER & MOVE TO NEXT STEP**

INPUT FIELDS FOR REQUIRED AMOUNTS

AUTO CALCULATE FEATURE

OVERALL ORDER TOTAL

## PERSONALISED CONFIRMATION & BILLING / SHIPPING WEB FORM (W2)



**BILLING AND SHIPPING  
DETAILS FOR MSP MARKETING**

Please check the details we have below are correct.

**BILLING DETAILS**

|  |                                    |
|--|------------------------------------|
| Billing Contact Name:<br>Tom Smith           | Billing Company Name:<br>MSP Inc.  |
| Billing Address 1:<br>112-114 Mallard Street | Billing Address 2:<br>Corner block |
| Billing City:<br>Canterbury                  | Billing State Code:<br>NSW         |
| Billing Postcode:<br>8107                    | Billing Country Code:<br>AU        |

**SHIPPING DETAILS**

|  |  |
|--|--|
| Shipping Contact Name:<br>Tom Jenner       | Shipping Contact Number:<br>08 9388 8555 |
| Shipping Address 1:<br>112-114 Mallard Way | Shipping Address 2:                      |
| Shipping City:<br>Canterbury               | Shipping State Code:<br>NSW              |
| Shipping Postcode:<br>8107                 | Shipping Country Code:<br>AU             |

**CONFIRM DETAILS**

**PERSONALISED FRANCHISEE NAME**

**PERSONALISED BILLING INFORMATION**

**PERSONALISED SHIPPING INFORMATION**

## PERSONALISED CONFIRMATION WEB PAGE (W3)



**THANKS FOR COMPLETING  
YOUR ORDER FOR MSP  
MARKETING**

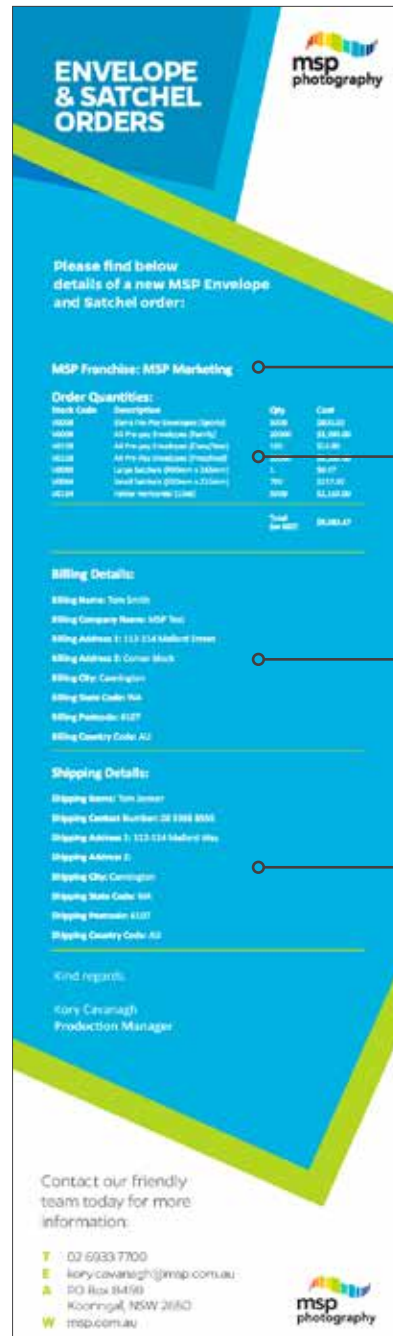
**PERSONALISED FRANCHISEE NAME**

## AUTOMATED PERSONALISED ORDER CONFIRMATION EMAIL (E3)



**PERSONALISED  
ORDER DETAILS**

## AUTOMATED PERSONALISED ORDER CONFIRMATION EMAIL TO MSP PRODUCTION (E8)



**FRANCHISEE  
NAME**

**ORDER  
DETAILS**

**BILLING  
DETAILS**

**SHIPPING  
DETAILS**

