



INTEGRATED
MARKETING
SOLUTIONS

TIMEZONE
CASE STUDY

TIMEZONE™

CASE STUDY

TIMEZONE IMPROVES DELIVERY RATES AND GAINS VALUABLE INSIGHT INTO CUSTOMER PREFERENCES BY UTILISING U

INTRODUCTION

Timezone was founded in 1978 and is a brand leader in the Family Entertainment Centre industry. There are 24 locations throughout Australia promoting the customer experience as “the best you will ever have”.

THE BRIEF

Customer experience is critical to success requiring frequent and rewarding promotions to their loyal and expanding customer-base.

At present the primary communication method is solely outbound Emails without any cross-channel integration with other communication tools. The brief, therefore, was to explore all avenues to maximise the customer interface.

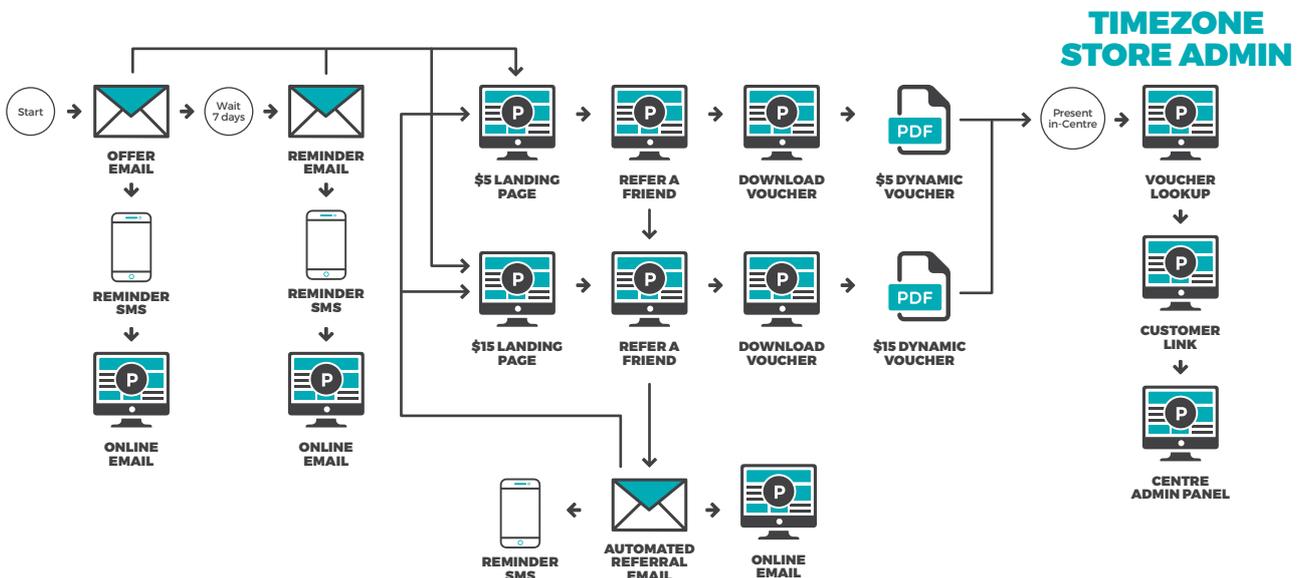
KEY OBJECTIVES

There were 5 key objectives requested by the customer:

- Increases in both delivery and response rates of Email communications
- Understanding the Timezone customer’s perception of “the value proposition”
- Developing a process to receive updated customer information for the database
- Utilising this new customer profile for future campaigns, and
- Provision of a personalised “refer a friend” campaign

THE U CUSTOMER JOURNEY:

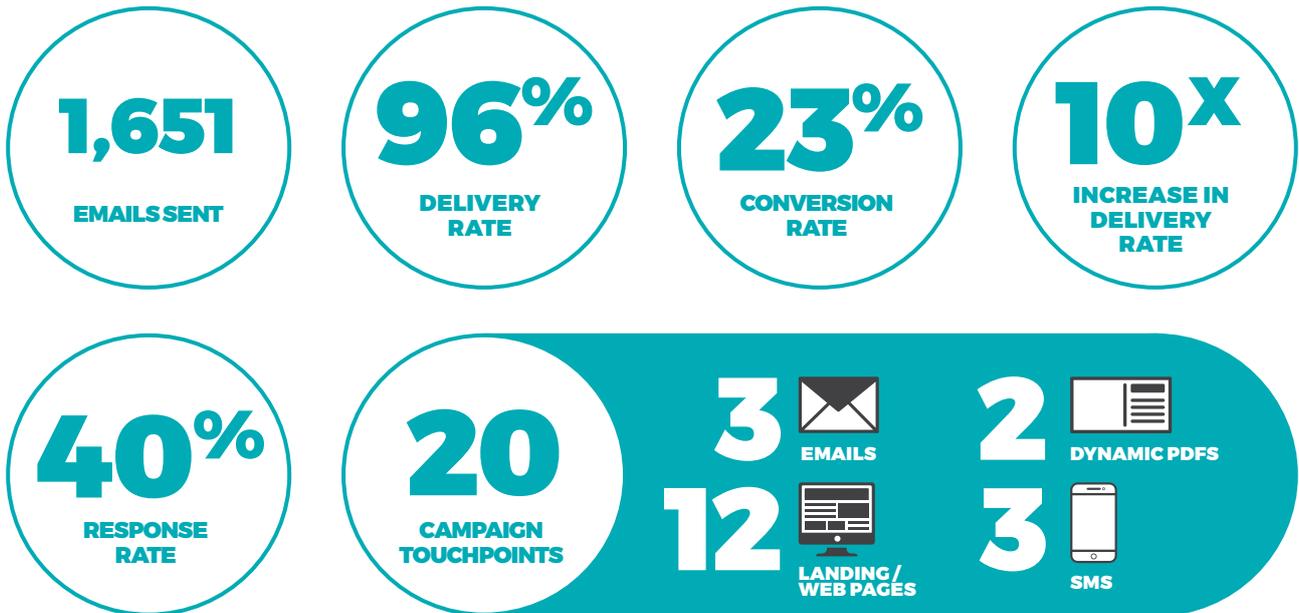
A custom based seamless and personalised cross channel programme was executed using Email, SMS, web forms and pdf redeemable vouchers. Additional key data, including player, parent, gender and “refer a friend” was also retrieved providing new and valuable elements for future campaigns.



OUTCOMES

- From receiving the initial email, customer information was collected throughout the campaign by means of email, SMS, web forms and PDF vouchers.
- The customer also had the opportunity to refer a friend thus making the campaign infinitely expandable with new customer data being collected and captured.
- The campaign incorporated multiple touch-points via which the recipient's details could be validated and enriched in order to nurture the current data with a view of increasing the relevancy and personalisation of future campaigns.

STATISTICS



TESTIMONIAL



Timezone Australia have engaged Worldwide to develop and implement campaigns with the objective of testing and improving the overall effectiveness of direct customer engagement.

To this end the platform has proven most flexible and easy to use. The Worldwide team have not let a single opportunity to go above and beyond the call of duty pass.

More importantly the @ system has provided rich data and measurable returns.

Jacque Bergh
Timezone



GLOSSARY:

Campaign Touchpoint: Contact point type, such as SMS, Email, Landing Page, Dynamic PDF.

Email Sent: Total number of customers that were included in the campaign and sent emails.

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

Conversion Rate: Percentage of customers that downloaded their personalised voucher.

Increase in Delivery Rate: How successful this campaign was in delivering the emails compared to previous campaigns.

Response Rate: Percentage of customers that interacted with the campaign ie. landed on a landing page in response to an email or SMS.

ABOUT @

@ is a seamless and transparent platform for integrated marketing campaigns. It uses a single platform to deliver relevant, timely and fully synchronised customer experiences across multiple communication channels.

To find out more visit our website: experienceu.com.au

