

Case Studies On Acquisition, Loyalty, Retention & Churn Mitigation

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

Sam Walton

CRM Software and Services Used By Honeywell



STARDriver®
Mobile Apps



STARDriver®
Dashboard



Data &
Analytics



E-mail
Marketing



Outbound
Telemarketing



Campaign
Management

The Challenge

- Honeywell wanted to grow their SI (system integrator) customer database across 6 target markets in ASEAN.
- The aim was to drive sales of their fire and security products across the target markets by way of a loyalty program that drives sales, repeat purchase and builds loyalty towards Honeywell.
- Honeywell was to become the first player in the industry to roll out something like this

Our Approach

- Star CRM implemented a digital loyalty program via a cutting-edge mobile app platform, combined with a powerful analytic dashboard to track results.
- The mobile app allows their system integrators to submit their sales receipts, track their sales targets, redeem their rewards, showcase their projects using Honeywell products, participate in educational but fun product quizzes, bid for Honeywell products at a discounted price, shop for products and much more !

Results

- The program has been a huge success ! We have delivered tangible results in terms of customer acquisition and increase in sales.
- The mobile app platform has been user-friendly and convenient for system integrators to submit their sales receipts and keep track of their sales targets.
- The program will be expanded in the near future to cover other Honeywell products too!

CRM Software and Services Used By Heineken



STARDriver®
Leaderboard



Data &
Analytics



E-mail
Marketing



SMS
Marketing



Inbound
Telemarketing



Campaign
Management

The Challenge

- Heineken wanted to run a nation-wide campaign that was able to engage consumers via an exciting digital platform.
- The program required submission of proof of purchase and reflects instantaneously for consumers to track their results.
- The platform had to be robust, and Heineken needed a technology partner that was able to support this.

Our Approach

- Star CRM proposed a cutting-edge platform comprising of an automated SMS platform linked to a consumer leaderboard that allowed consumers to instantly track their results real-time!
- Submission mechanics were made simple whereby consumers SMS in serial codes they receive whenever they buy Heineken at bars/pubs.
- The codes were provided by Star CRM and were recognised by the SMS system that instantly adds points to the consumer's account and LIVE Leaderboard.

Results

- The program was a success and obtained great participation from consumers across Malaysia especially from Kuala Lumpur.
- High spenders contributed upwards of 1,500 submissions during the campaign period.
- The campaign achieved the KPI and will be run again in 2018. This time, it may include other brands under the Heineken brand portfolio!



CRM Software and Services Used By Dutch Lady



STARDriver®
Mobile Apps



STARDriver®
Dashboard



Data &
Analytics



E-mail
Marketing



Inbound
Telemarketing



Campaign
Management

The Challenge

- To create a loyalty platform that provides rewards to customers upon proof of purchase.
- To eliminate any on ground manual processes that may hinder participation by consumers or retailers.

Our Approach

- Star CRM developed an exciting and engaging mobile app platform for both consumers and retailers.
- We eliminated manual processes by introducing e-membership and doing away with physical member cards.
- The mobile app allowed for reward accumulation and redemption all in one place.

Results

- Fraud cases reduced as each submission for rewards accumulation is verified prior to awarding points.
- Ongoing operational costs for Dutch Lady is significantly reduced as previously distributed tablets were no longer required.
- Results are tracked daily using our online dashboard reports.

CRM Software and Services Used By Pfizer



STARDriver®
Website



STARDriver®
Mobile Apps



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Dashboard



Data &
Analytics



E-mail
Marketing



Inbound
Telemarketing



Campaign
Management

The Challenge

- Pfizer wanted to develop a loyalty platform to provide rewards to patients upon submission of proof of purchase of their cardiovascular products.
- To have an easy 3 pronged approach that manages the process end to end i.e. Enrolment, Submission and Redemption.
- To eliminate any on ground manual processes that may hinder participation by consumers or healthcare professionals

Our Approach

- Star CRM created a digital loyalty platform for patients and hospitals that manages customer's lifecycle from the moment they purchase their cardiovascular medication.
- The loyalty platform is being executed via a website and mobile app platform for both patients and hospitals.
- We executed trigger-based e-mail and sms communications to customers based on their purchasing patterns to remind them to replenish their medication supplies.

Results

- The program encouraged patients to return to the same clinics and hospitals that they previously purchased from to be entitled to redeem their rewards.
- Fraud cases reduced significantly as each purchase is tracked and verified.
- Results are tracked daily by the client using our online dashboard reports.

CRM Software and Services Used By JTI



STARDriver®
Mobile Apps



STARDriver®
Dashboard



Data &
Analytics



E-mail
Automation



SMS
Automation

The Challenge

- To troubleshoot on-ground retail issues for over 50,000 outlets in Malaysia and escalate them to the right people at the right time.
- Ensure quick closure of issues reported by sales people during their outlet visits.
- To monitor the performance of their on ground sales teams.

Our Approach

- Star CRM developed a cutting-edge mobile app that allowed quick escalation of on-ground issues spotted during outlet visits.
- The mobile app is supported by a powerful CRM engine at the backend and is linked to a database of outlets and their respective salespeople allowing key issues to be notified to the right stakeholders via SMS and email.
- A powerful dashboard was also developed for the client that allows the tracking of the issues and highlighting key stats in real time.

Results

- The client's on ground retail issues have significantly declined due to these process efficiencies put in place.
- Issues that would have taken a week to be attended to now are acted on the very same day or within 2 days.
- Stock related issues are now resolved quicker allowing lesser downtime in terms of sales.
- Client is able to monitor the performance of their ground team.

CRM Software and Services Used By JTI



STARDriver®
Website



STARDriver®
Mobile Apps



STARDriver®
Dashboard



Data &
Analytics



E-mail
Marketing



Outbound
Telemarketing



Campaign
Management

The Challenge

- To drive engagement and participation from 50,000 retailers in JTI brand drives, i.e., launch of new SKUs.
- To collect proof of purchase from retailers without making the process too cumbersome at the retail level.
- To eliminate fraud at ground level and ensure retailers were rewarded for legitimate proof of purchase submissions.

Our Approach

- A cutting-edge mobile app solution was put in place to accept unique serial codes submitted by retailers each time they sold a cigarette pack to the consumer.
- Instant validation of serial codes confirming legit, duplicate and invalid codes.
- A monthly e-bidding contest was developed into the app to drive retailers to participate daily to win.

Results

- Program participation increased by 200% as retailers found the mobile app submission much simpler than before.
- Analytics showed that not only were retailers participating regularly but the numbers of such retailers have increased as well.
- Overall volume from members increased by 11% as retailers pushed sales themselves to earn high rewards.

CRM Software and Services Used By JTI



STARDriver®
Website



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Mobile Apps



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Data &
Analytics



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Campaign
Management

The Challenge

- In light of increasing tobacco regulations, the only channel left for JTI to market to is their trade channel.
- JTI wants their retailers to become their mouthpiece and promote their brands.
- Building loyalty and engagement with their retailers was a key objective for JTI !
- Channel adoption was a key concern.

Our Approach

- Star CRM designed a holistic trade loyalty program for JTI's most valuable retailers, based on segmentation and analysis.
- We developed an exciting Points & Privileges Program that created waves in the market !
- The program extends the relationship with retailers beyond just the monetary relationship with an Eco-Ego-Emo approach.
- The program awards points for increasing visibility compliance, interaction with JTI and sales performance.

Results

- Test vs. control showed that participation rates from members was 30% higher than non-members.
- 85% of the members proactively interacted with JTI via mobile app and website on a monthly basis !
- Overall volume from members increased by 5%.
- Dispenser switch-ins and compliance rates increased significantly with the program.

CRM Software and Services Used By Telekom Malaysia



STARDriver®
Sales Manager



STARDriver®
Outbound



STARDriver®
Dashboard



Data &
Analytics



E-mail
Marketing



Outbound
Telemarketing



Campaign
Management

The Challenge

- Our Client , a fixed line operator were losing their SME customers to mobile operators. Having the largest SME database in the country, the challenge was to get their SME segment to retain their fixed lines.
- The task at hand involved managing the customer lifecycle of their SME customers across acquisition, retention, cross-sell, up-sell and churn recovery.
- A number of initiatives were put in place to address the above challenges.

Our Approach

Star CRM implemented a holistic, structured customer journey for TM's SME customers that incorporated the following :

- We want to know you program for new customers.
- Set-up of a loyalty program called SME Save and Grow for existing customers incorporating trigger-based cross-sell, up-sell offers, rewards for usage and relevant partner offers.
- Set-up of a proactive sales platform called ATM that predicted customer churn and gave specific actions to on-ground sales teams for remedial actions.
- Set-up of a reactive save desk to mitigate churn by way of relevant counter offers at the time of disconnection of service.

Results

- The initiatives were hugely successful because of our efficient combination of CRM software and services, encompassing data & analytics, sales management solutions for sales teams and senior management, use of outbound telemarketing, and automation of the entire SME customer journey.
- We successfully addressed the Client's business objectives, exceeded our sales targets and generated significant revenue for TM!



CRM Software and Services Used By Shell



**STARDriver®
Fulfilment Portal**



**STARDriver®
Outbound**



**STARDriver®
Dashboard**



**Data &
Analytics**



**E-mail
Marketing**



**Outbound
Telemarketing**



**Campaign
Management**

The Challenge

- The task at hand involved supporting Shell with churn mitigation amongst their existing Shell Fleet Card customers.
- The challenges for the anti-attrition campaign involved identifying Shell Fleet Card customers declining in volume across Malaysia, Singapore, Hong Kong and driving volume recovery action plans.
- The initiative needed to be rolled out across 3 ASEAN markets.

Our Approach

- Star CRM undertook extensive data analysis to identify hard and soft churn customers in each market. We further grouped churners into high, medium and low risk categories.
- We identified 7 different churn personalities and worked closely with Shell to come up with relevant offers for each churn personality.
- Using outbound telemarketing as the primary channel supported by e-mail and sms marketing, we contacted churners, identified cause of churn, made targeted offers to customers and tracked volume recovery.

Results

- 100% of targets achieved over 4 years! This campaign caught Shell global interest !
- The initiatives were hugely successful because of our efficient combination of CRM software and services, encompassing data & analytics, use of outbound telemarketing, automation of agent screens and automation of back office forms processing.
- We successfully addressed the Client's business objectives, exceeded our sales targets and generated significant revenue for Shell!



CRM Software and Services Used By Shell



STARDriver®
Sales Manager



STARDriver®
Outbound



STARDriver®
Dashboard



Data &
Analytics



E-mail
Marketing



Outbound
Telemarketing



Campaign
Management

The Challenge

- The task at hand involved supporting Shell with acquisition of Shell Fleet Card customers across 3 ASEAN markets.
- The challenges for acquisition involved identifying target databases for acquisition and meeting targets whilst managing stringent approval guidelines from Shell.
- Different strategies needed to be put in place for managed and unmanaged segments.

Our Approach

- Star CRM identified various target databases for acquisition and set up lead generation and telesales campaigns for the managed and unmanaged segments .
- Our telemarketers reached out to prospects, pitched the offer, sent out the application form, received completed forms and supporting documents and sent to Shell Credit team for processing using a fully automated platform.
- Using telemarketing, we also generated leads for the managed segment and put an automated lead generation portal in place for Shell sales teams to down and track their sales pipeline.

Results

- 100% of targets achieved over 4 consecutive years!
- The initiatives were hugely successful because of our efficient combination of CRM software and services, encompassing data & analytics, use of outbound telemarketing, automation of sales management solution, agent screens and back office forms processing.
- We successfully addressed the Client's business objectives, exceeded our sales targets and generated significant revenue for Shell!

CRM Software and Services Used By Maxis



STARDriver
Fulfilment Portal



STARDriver
Outbound



Online
Dashboard



Data &
Analytics



E-mail
Marketing



Outbound
Telemarketing



Campaign
Management

The Challenge

- To support Maxis with the customer lifecycle of their SME customers across acquisition, retention, cross-sell, up-sell and churn recovery.
- Ensure revenue uplift in the process and minimize revenue dilution.
- Aggressive targets were set for the following :
 - Acquisition of micro SMEs based on needs.
 - Retention of SMEs to a 24-month contract.
 - Cross-selling of new products.
 - Reducing churn by 5%.

Our Approach

- Star CRM carried out extensive data analysis on target segments, ARPU buckets, product mapping, potential uplift and dilution forecasts.
- Based on the analysis, both parties worked closely together to define relevant product offerings for customers.
- Using telemarketing as the primary channel, our telemarketers reached out to Maxis customers, pitched the right offers, sent out the application form, received completed forms from customers and sent to Maxis for processing using a fully automated platform.

Results

- The campaigns were hugely successful because of our efficient combination of analytics, telemarketing, automation of agent screens and automation of back office forms processing.
- We exceeded our sales targets and generated significant revenue for Maxis!
- Campaign results were tracked by Maxis daily using our online dashboard and our automated forms portal.

Thank You !

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Let's Talk.

