# Case Studies On
# CRM Software Solutions

"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 Cycle & Carriage

**STARDriver®
Sales Manager**

**STARDriver®
Campaign Manager**

**STARDriver®
Dashboard**

## The Challenge

- Cycle & Carriage needed an efficient and automated platform to track incoming leads and manage their sales pipeline across all their 12 showrooms in Malaysia.

- The complexity was in that the sales teams wanted a hybrid mobile-web application that was simple, user-friendly and practical without compromising on functionality.

## Our Approach

- Star CRM implemented STARDriver® Sales Manager. The solution comprises of a hybrid mobile-web application for sales executives and managers, a powerful marketing automation tool for E-mail and SMS reminders to prospects and a powerful analytic dashboard to track sales pipeline.

- Sales executives are alerted on new leads via SMS. The SMS prompts them to update sales status via a simple web-based pop-up screen embedded in the SMS, making it very convenient to update sales status.

- The platform also executes automated E-mail and SMS communications to prospects based on sales status updates by sales teams.

## Results

- The implementation has been a huge success mainly due to the innovative hybrid mobile-web combination linking the entire sales organization to their customers !

- We have over 50 happy salesmen using STARDriver® Sales Manager on a daily basis.

- We have over 1,000 Mercedes Benz prospects each month being taken on a seamless customer journey from test drive to purchase via our cutting-edge marketing automation solution !

# CRM Software and Services Used By Astro

**STARDriver®
Outbound**

**STARDriver®
Campaign Manager**

**STARDriver®
Dashboard**

## The Challenge

- Astro uses telemarketing as the primary sales channel for selling their box packages.

- Astro needed an efficient and automated outbound call management solution to manage and track the sales pipeline of their 150 outbound telemarketers.

- Astro also required a flexible DIY platform that would enable them to set-up their products and campaigns on a monthly basis without any dependence on a vendor.

## Our Approach

- Star CRM implemented our cutting-edge STARDriver® Outbound call management solution, inclusive of 4 modules for agents, supervisors, quality assurance and a powerful analytic dashboard to track agent productivity and sales results.

- STARDriver® Outbound automated over 30 call centre tasks providing soft phone dialling, automated work lists, call outcomes, product recommendations, e-mail and sms communications, quality scoreboards, agent productivity tracking, sales tracking and many other insightful reports.

- We also implemented STARDriver® Campaign Manager to enable product and campaign set-up for Astro's monthly campaigns.

## Results

- The implementation was a huge success !

- Over 150 happy telemarketers used STARDriver® Outbound solution for their day-to-day sales activities !!!

# CRM Software and Services Used By Astro

**STARDriver®
Campaign Manager**

**STARDriver®
Data Manager**

**STARDriver®
Dashboard**

## The Challenge

- Astro's marketing team needed an efficient and automated platform to manage multi-channel campaigns via e-mail, sms, direct mail and telemarketing.

- Astro's marketing team also wanted to be able to extract their customer lists without depending on their IT teams for extraction.

- The complexity and challenge was in that Astro had 4 million consumers whose data needed to be analysed on a daily basis to trigger campaign actions based on usage and specific behaviours.

## Our Approach

- Star CRM implemented our cutting-edge STARDriver® Campaign Manager, a dream tool for marketers automating over 50 different marketing tasks !

- Star CRM worked with their data warehouse to automate the entire data extraction and analysis platform for Astro, Extraction of lists were made possible at the click of a few buttons using our solution.

- Astro's marketing team Using STARDriver® Campaign Manager to extract lists, plan and execute campaigns via our e-mail and sms gateways,

## Results

- Over 20 campaigns were successfully executed each month using STARDriver® Campaign Manager.

- STARDriver® Campaign Manager. became an invaluable operations tool for Astro's marketing team.

# CRM Software and Services Used By Telekom Malaysia

**STARDriver Sales Manager** · **STARDriver® Dashboard** · **Data & Analytics** · **E-mail Marketing** · **STARDriver Outbound** · **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 minimize churn in their SME segment.

- The task at hand involved setting up an 'actionable' platform to track churn and get 400 sales personnel on the ground to take remedial action.

## Our Approach

Star CRM designed an implemented a proactive fact-based sales platform called ATM ( Anytime Monitoring) that predicted customer churn and gave specific actions to on-ground sales teams for remedial actions.

Customer data and usage were analysed to predict likelihood of churn. Churners were grouped into high, medium and low risk categories with specific counter offers and actions for sales team. Sales teams were reminded on a daily basis to update status.

Star CRM also set-up a reactive save desk to mitigate churn by way of relevant counter offers at the time of disconnection of service.

## Results

- We reduced churn by 5% and generated significant revenue for TM!

- 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.

# 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 GITN

**STARDriver Sales Manager**

**STARDriver® Dashboard**

**Data & Analytics**

## The Challenge

- Our Client was the official dedicated telecommunications provider to the Malaysian Government.

- The task at hand involved setting up an enterprise sales platform to track and manage complex government sales cycles involving over 27 ministries and 200 government agencies. .

## Our Approach

- Star CRM implemented STARDriver® Sales Manager encompassing a structured approach to track sales activities in the sales cycle.

- This involved set up of relationship triggers, quotation management, documentation processing, knowledge management and revenue tracking by region and state.

## Results

- The solution was used successfully for over 4 years by the GITN team to track and manage their sales cycles.

# CRM Software and Services Used By Axa

**STARDriver®
Outbound**

**STARDriver®
Campaign Manager**

**STARDriver®
Dashboard**

## The Challenge

- Axa uses telemarketing as the primary sales channel for selling their insurance products.

- Axa needed an efficient and automated outbound call management solution to manage and track the sales pipeline of their telemarketers.

- Axa also required a flexible DIY platform that would enable them to set-up their products and campaigns on a monthly basis without any dependence on a vendor.

## Our Approach

- Star CRM implemented our cutting-edge STARDriver® Outbound call management solution, inclusive of 4 modules for agents, supervisors, quality assurance and a powerful analytic dashboard to track agent productivity and sales results.

- STARDriver® Outbound automates over 30 call centre tasks providing soft phone dialling, automated work lists, call outcomes, product recommendations, e-mail and sms communications, quality scoreboards, agent productivity tracking, sales tracking and many other insightful reports.

- We also implemented STARDriver® Campaign Manager to enable product and campaign set-up for Axa's monthly campaigns.

## Results

- The implementation was a huge success !

- We have over 50 happy telemarketers using STARDriver® Outbound solution on a daily basis and dialling away into profits !!!

## CRM Software and Services Used By MIA

**STARDriver®**
**Campaign Manager**

**STARDriver®**
**Dashboard**

**STARDriver®**
**Membership Manager**

**STARDriver®**
**Events Manager**

**STARDriver®**
**Outbound**

**STARDriver®**
**Website**

**STARDriver®**
**Applications**

**STARDriver®**
**Sales Manager**

### The Challenge

- The Malaysian Institute Of Accountants, the statutory body governing chartered accountants in Malaysia wanted to upgrade and implement an institute-wide membership system encompassing the following :
  - Member services portal.
  - Applications processing.
  - Set-up of over 1,000 events per annum.
  - Management of over 40,000 members.
  - Management of member firms.
  - Management of potential members.
  - Execution of E-mail & SMS campaigns.
  - Execution of outbound telemarketing.
  - Generation of over 150 reports.

### Our Approach

- Star CRM implemented the transformation and digitalization of MIA's membership platform by way of 8 powerful modules to support their membership business.

- We automated the submission of over 25 types of applications eliminating all manual paperwork, thus increasing productivity.

- We automated the creation and publishing of over 1,000 events to member website. Event registrations and cancellations were automated.

- Over 150 automated notifications and reminders across all areas of the business.

### Results

- The implementation has been a huge success. We have delivered tangible results in terms of productivity and efficiency.

- Over 30,000 members access the member services portal for application submissions, compliance activities and event registrations!

- Over 100 happy users in MIA logging into our systems daily to manage their day-to-day business operations !

# 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**

**STARDriver® Mobile Apps**

**STARDriver® Dashboard**

**Data & Analytics**

**E-mail Marketing**

**Outbound Telemarketing**

**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.

# Honeywell

# star crm

## 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

STARDriver® 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 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 ®<br>Sales Manager | STARDriver®<br>Outbound | STARDriver®<br>Dashboard | Data &<br>Analytics | E-mail<br>Marketing | Outbound<br>Telemarketing | Campaign<br>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**

**STARDriver® 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.

# 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**

**STARDriver® 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** | **STARDriver® Mobile Apps** | **STARDriver® Dashboard** | **Data & Analytics** | **E-mail Marketing** | **Outbound Telemarketing** | **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.

# Case Studies On Data & Analytics

"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 Maxis

**STARDriver® Fulfilment Portal**

**STARDriver® Outbound**

**STARDriver® 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.

# 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 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 Cycle & Carriage

| STARDriver® Sales Manager | STARDriver® Campaign Manager | STARDriver® Dashboard | Data & Analytics | E-mail Marketing | SMS Marketing | Campaign Management |

## The Challenge

The task at hand involved the following :

- Set-up of a central data repository for Cycle & Carriage encompassing data cleansing and deduplication of their customer database.

- Managing on-going list extractions for customer engagement activities.

- Managing on-going e-mail and sms marketing based on triggers.

- Marketing automation of communications covering onboarding, service reminders, cross-selling and up-selling.

## Our Approach

- Using STARDriver Data Manager, Star CRM carries out the data cleansing, deduplication and processing of Cycle & Carriage's database.

- Using STARDriver Campaign Manager, Star CRM uses automated filters for list extraction and executes multi-channel campaigns via e-mail and sms.

- STARDriver Campaign Manager also enables marketing automation of communications to customers at different touchpoints in their lifecycle with Cycle & Carriage.

## Results

- The platforms put in place for Cycle & Carriage are running smoothly.

- Lists are extracted on time and communications are executed on time.

- Our Client is able to track all their results online using our powerful analytic dashboard.

# CRM Software and Services Used By Juniper Networks

**STARDriver® Data Manager**    **Data & Analytics**    **STARDriver® Dashboard**

## The Challenge

- Data is collected on a weekly basis from several lead generation campaigns across 6 markets in the region.

- Ensure that all the data that is collected is cleansed, deduplicated and that it is processed within 3 days and uploaded to Juniper's global database.

- Avoid manual processing.

- Data quality, process and speed is key to Juniper Networks.

## Our Approach

- Upon understanding Client's requirements, Star CRM set-up the data interfaces and automated the end-to-end process for Juniper.

- Using STARDriver® Data Manager, all the data is processed efficiently and daily in an automated and structured manner.

- Cleansed and deduplicated data is uploaded to Juniper's global database on a weekly basis.

## Results

- All SLAs are successfully met each month.

- APAC countries have been very pleased with our services for over 6 years now !

## CRM Software and Services Used By CIMB

**Outbound Telemarketing**

**STARDriver® Dashboard**

**Data & Analytics**

**E-mail Marketing**

**SMS Marketing**

**Campaign Management**

### The Challenge

- CIMB wanted to carry out a data enrichment exercise for their wealth customers.

- The task at hand involved calling 75,000 CIMB Principal customers and updating their profile details within a period of 4 months.

- To update over 25 fields of information as per Bank Negara requirements.

- To ensure efficient and accurate data capture in a secure manner as per bank's stringent security guidelines.

### Our Approach

- Star CRM executed a 4 month outbound telemarketing campaign utilizing up to 28 agents.

- Using telemarketing, email and SMS, our agents dialled out to customers using our powerful STARDriver Outbound solution which was configured specifically to capture customers' vital information.

- The whole operation was run in a tightly secured and controlled call centre environment encompassing data encryption, discless PCs and CCTV monitoring.

### Results

- 100% of targets were achieved and over 65,000 companies were successfully profiled via outbound telemarketing.

- CIMB were able to track results on a daily basis using our efficient dashboard solution.

# 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**

**STARDriver® 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

- 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 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.

star crm

# Case Studies On Inbound & Outbound Telemarketing

"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 Maxis

| Outbound Telemarketing | STARDriver® Outbound | STARDriver® Dashboard | Data & Analytics | E-mail Marketing | SMS Automation | Campaign Management |

## The Challenge

- Maxis wanted to deepen their understanding of their SME & Enterprise customers.

- Their customer data quality was poor and inaccurate, leading to irrelevant offerings and poor customer management.

- The objective was to clearly define their customer needs and target them for specific opportunities.

## Our Approach

- Star Solutions defined a 5-point data capture framework, i.e., company size, decision-making profile, telecommunication needs, information needs and customer satisfaction levels.

- The above translated into 10 profiling questions and the survey was carried out entirely via outbound telemarketing.

- Based on data gathered, we grouped companies into a potential cross-sell matrix for Maxis sales teams to take action.

## Results

- 100% of targets achieved ! Over 28,000 companies were successfully profiled via phone.

- Campaign results were tracked by Maxis daily using our online dashboard.

# CRM Software and Services Used By Maxis

**STARDriver® Fulfilment Portal**

**STARDriver® Outbound**

**STARDriver® 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.

# CRM Software and Services Used By CIMB

**Outbound Telemarketing**

**STARDriver® Dashboard**

**Data & Analytics**

**E-mail Marketing**

**SMS Marketing**

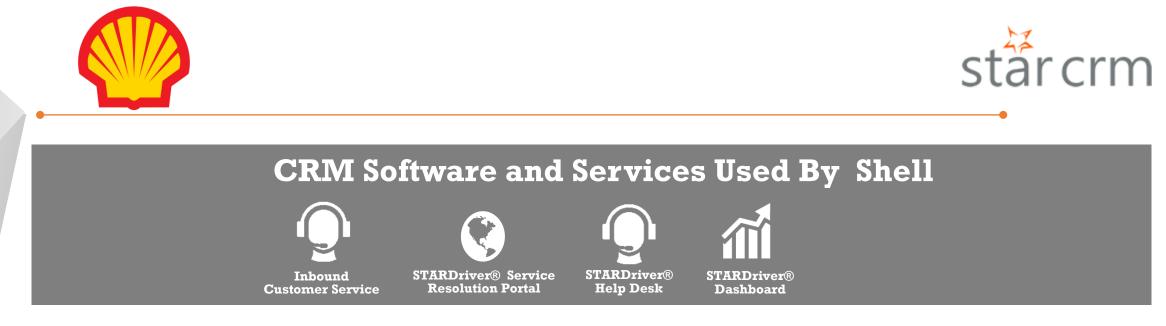**Campaign Management**

## The Challenge

- CIMB wanted to carry out a data enrichment exercise for their wealth customers.

- The task at hand involved calling 75,000 CIMB Principal customers and updating their profile details within a period of 4 months.

- To update over 25 fields of information as per Bank Negara requirements.

- To ensure efficient and accurate data capture in a secure manner as per bank's stringent security guidelines.

## Our Approach

- Star CRM executed a 4 month outbound telemarketing campaign utilizing up to 28 agents.

- Using telemarketing, email and SMS, our agents dialled out to customers using our powerful STARDriver Outbound solution which was configured specifically to capture customers' vital information.

- The whole operation was run in a tightly secured and controlled call centre environment encompassing data encryption, discless PCs and CCTV monitoring.

## Results

- 100% of targets were achieved and over 65,000 companies were successfully profiled via outbound telemarketing.

- CIMB were able to track results on a daily basis using our efficient dashboard solution.

# CRM Software and Services Used By Shell

**Inbound Customer Service**

**STARDriver® Service Resolution Portal**

**STARDriver® Help Desk**

**STARDriver® Dashboard**

## The Challenge

- To provide Shell with 24/7 out-hours support for Shell Malaysia, Singapore, Philippines, Hong Kong, Macau and Australia.

- Service coverage was required for Shell card blocking, manual transaction authorization, and support on other enquiries.

- The challenges involved understanding of Shell systems, recruitment and training of multi-lingual agents, management of 15-hour shift timings and 24/7 public holiday coverage across all markets.

## Our Approach

- Star CRM has been managing Shell's out hours support coverage for over 12 years now.

- We provide Shell with a skilled multi-lingual team, state-of-the-art, high availability infrastructure encompassing VPN connectivity to all markets, high speed internet access, automated help desk solution, online dashboard, service resolution portal and 24/7 IT support.

- Our team engages with Shell's in-hours team on a daily basis to ensure smooth transition of tickets and critical issues.

## Results

- We have consistently delivered quality customer service to Shell customers and met our SLAs.

- 99% first call resolution !

- Less than 2% abandon rate!

- Less than 0.5% complaints received.

- Average handling time KPIs are always met.

# 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 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 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 task at hand involved launching a regional enrolment campaign via telemarketing.

- The aim was to enrol customers and get them to download the Honeywell Elite Club mobile app in order to drive sales of their fire and security products.

- The telemarketing challenge also involved educating customers on the mobile app solution.

## Our Approach

- Star CRM identified target databases for acquisition and embarked on a regional enrolment campaign targeting 10,000 system integrators across 6 ASEAN markets.

- With a team of international multi-lingual agents, system integrators across ASEAN were contacted and spoken to in their native languages to increase enrolments.

- Outbound telemarketing was complimented with e-mail marketing and push notifications to accelerate results. .

## Results

- The program has been a huge success ! We have delivered tangible results in terms of customer acquisition and increase in sales.

- In addition to enrolment, we gathered valuable data on usage of competitor brands, customer's frequency of purchases and preferences.

- Telemarketing drive is currently ongoing and will continue over the next 12 months.

# CRM Software and Services Used By Telekom Malaysia

**STARDriver®**
**Sales Manager**

**STARDriver®**
**Outbound**

**STARDriver®**
**Dashboard**

**Data &**
**Analytics**

**E-mail**
**Marketing**

**Outbound**
**Telemarketing**
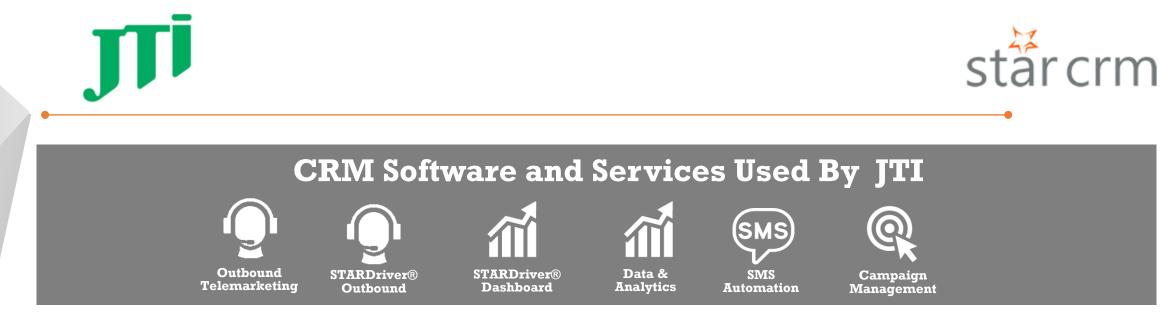
**Campaign**
**Management**

## 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 JTI

| Outbound Telemarketing | STARDriver® Outbound | STARDriver® Dashboard | Data & Analytics | SMS Automation | Campaign Management |
| --- | --- | --- | --- | --- | --- |

## The Challenge

- Profile and build a trade database from ground zero. All we had was a list of outlet names and a phone number.

- The task at hand involved calling retailers, profiling their outlet details, building awareness and educating them on the brand name change and correct pronunciation of JTI's flagship brand, Mevius.

- Do all this in 3 months !!!

## Our Approach

- Star Solutions developed a 3-phase program for retailers nationwide
  - Phase 1 – Data collection
  - Phase 2 – Education
  - Phase 3 – Reinforce and test

- Data collection was carried out via telemarketing .

- Education was also carried out via telemarketing and education quizzes were recorded over phone as proof of results.

- Reinforcement was carried out via SMS whilst final test was carried out via mystery shopping.

## Results

- A trade database of 40,000 retailers was successfully built via telemarketing. 110% of target achieved.

- 60% success rate in mystery shopping exercise.

- 40% participation rate in SMS contests.

# Thank You !

**For further enquiries, please contact :**

| Kareem Qureshi | Sharada Qureshi |
|---|---|
| Managing Director | Managing Partner |
| kareem@starcrm.com.my | sharada@starcrm.com.my |
| +60 3 2240 9992 | +60 3 2240 9992 |
| +60193886878 | +60192760867 |

| Julian Chin | Jonie Khoo |
|---|---|
| Head of CRM Services | Business Director |
| julian@starcrm.com.my | jonie@starcrm.com.sg |
| +60 3 2240 9992 | +65 6408 0625 |
| +60127233988 | +60123341977 |

**Malaysia**

Star CRM Sdn. Bhd
Level 2, Tower 5, Avenue 5,
The Horizon, Bangsar South,
No. 8 Jalan Kerinchi
Kuala Lumpur 59200.
Tel:  + 60 3 2240 9992
Fax: + 60 3 2240 9991
www.starcrm.com.my

**Singapore**

Star CRM Pte Ltd.
1 Raffles Place
One Raffles Place Tower 1
Level 24
Singapore 048616.
Tel:  +65 6408 0625
Fax: +65 6408 0601
www.starcrm.com.sg

**India**

Star CRM Pvt Ltd.
2nd Main, 6th Cross
100 Feet Road
Indiranagar
Bangalore 560003.
Tel:  +91 80 12345678
Fax: +91 80 12345678
www.starcrm.co.in

star crm

*Let's Talk.*