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.

Thank You !

For further enquiries, please contact :

Kareem Qureshi

Managing Director

kareem@starcrm.com.my

+60 3 2240 9992

+60193886878

Sharada Qureshi

Managing Partner

sharada@starcrm.com.my

+60 3 2240 9992

+60192760867

Julian Chin

Head of CRM Services

julian@starcrm.com.my

+60 3 2240 9992

+60127233988

Jonie Khoo

Business Director

jonie@starcrm.com.sg

+65 6408 0625

+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.