



CASE STUDY

DBS Data Verifi Retail Solutions

CHALLENGE

Retailers today need to be even more ingenious in winning their share of consumers spends in this multi-channel environment. These challenges include the ability to entice potential consumers with offers via traditional advertising, email marketing, SMS/Smartphone, online advertising and social media. Many retailers have issues with identifying customers as they enter the various touch points within the organisation to ensure that they are offering the right product for the right type of person. Even when this has been established there is still a need to link up all the contact channels where only minimal information such as an email or mobile number is available. Without this link and identification of the type of consumer it is difficult to offer a unified message across all channels of communication with relevant and timely offers. The outcome is a customer drop off at basket stage, different messages sent to the same customer and the inability to offer the high level of customer service that is expected.

“With our customers contacting our call centres or visiting the websites we were unable to connect up the same person with different contact details. Without the use of DBS Data Verifi we did not have the relevant insight and demographics to deliver the right offers at the right time. Using Verifi has increased our online sales and delivered upsell opportunities within our call centres as well as giving the organisation additional avenues to keep in contact our customers” Marketing Manager UK Retailer

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SOLUTION

By implementing the Verifi Insight and Append solution retailers are able to match the customer names and addresses to the DBS Lifebase consumer universe. Verifi offers real time appending of demographic information such as age, income and social status thus building a picture of the customer. Using this information with the added contact channels (such as email address, landline and mobile number) from Lifebase ensures the retailer can offer a true multi-channel experience when communicating offers and deliver a world class customer experience.

Verifi is delivered as a web service for ease of integration into all customer touch points and ensures that the business does not have to install data locally whilst also reducing the need for maintenance and updates. The ability to identify consumers and market to them via multi-channel allows the retailer to build a relevant campaign around their products and drive customers to website, store or contact centre with a unified message.

Other benefits include the ability to search on a single element such as email address, that may have been obtained at the basket or contact stage, and match to a full name, address and telephone number. This additional insight gives the retailer the ability to not only email the customer as to why they abandoned the basket but also call or SMS with an enhanced offer to make the purchase. Verifi delivers this in real time allowing for instant decisions to be made increasing the opportunities for customer engagement.

RESULTS

The initial win for the retailer was the ability to instantly profile consumers as they contacted the business and point them to specific areas of the website or route a call to a specific team with a relevant offer to each individual. By implementing Verifi the retailer was able to demonstrate a

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higher open rate from email and SMS communications providing offers more relevant to the individual than had previously been the case. This led to significantly increased sales compared to previous marketing campaigns. The ability to add additional demographic insight to the retailer's database also allowed them to segment the data to create customer profiles and identify similar prospect data from the DBS Lifebase consumer file for further multi-channel marketing campaigns. Other key metrics measured were improved, such as the responses to customers who abandoned baskets that could be contacted by other means than email. Also the cross sell for new products to the existing client base increased as more information about their likes and dislikes was appended. A social media strategy was also put in place serving ads via Facebook by using DBS Lifebase to create the ideal profile matching to Facebook users. This campaign drove customers to a specific landing page with offers tuned to their profile.

In conclusion, Verifi not only increased the amount of customers purchasing but also gave the retailer a greater insight to their customers, in real time, at the start of the sales process as opposed to the standard method of profiling after the event when the right opportunity may have already passed.

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