

Centrica practices what it preaches with astonishing results

Background

Centrica is one of Australia's fastest growing print, mail and marketing support companies located in the heart of North Ryde, one of Sydney's best known business districts.

Established six years ago, Centrica offers four key services including data, print, mail and fulfilment and prides itself on unsurpassed customer satisfaction. To help them achieve high customer satisfaction ratings, they developed the '19 Point Checklist' to ensure service excellence in everything they do.

In 2008, the company was named as one of BRW's '100 Fast Starters' and was recently accepted into the Australia Post

Bulk Mail Partner program which recognises mail houses who have invested in processes to ensure maximum efficiencies through mail lodgement.

Centrica has embraced environmental sustainable practices and offer their clients environmentally responsible products and services wherever possible. Being eco friendly is an integral part of their commitment to customer excellence. Centrica has achieved measureable outcomes for some of the most innovative advertising agencies and known brands including Luna Park, Moët Hennessy, Woolworths, Estee Lauder, AMP, Qantas and 3M.

Challenge

Whilst well known and respected amongst their existing client base, Centrica wanted to build awareness of its cross-media expertise and services. They also wanted to communicate their services to a wider audience with whom they had no existing business relationship.

They faced three main challenges. Firstly, Centrica operates in a highly competitive marketplace where pricing is often the key driver for business acquisition. Next, to keep their own costs manageable, the communication piece had to be limited to a postcard size mail piece and lastly, there was no incentive or special offer to use Centrica's services included in the mail piece.

Centrica decided to practice what they preach by using a cross-media approach to 'touch' recipients multiple times through a highly targeted and relevant campaign.

Solution

Centrica developed a campaign that included three elements, a printed mail piece, a website and a response mechanism.

As a start, a well designed, full colour postcard featuring a 'VIP Backstage Pass' theme, personalised to each recipient was mailed to a list of 2,450 prospects. Recipients were directed to a personalised website through their own unique URL where they could find out more about Centrica's services.



"Personalised, targeted communication typically shows returns of around 5% and sometimes even more when combined with an offer – our recent results speak for themselves." – Roland Knight

The personalised webpage also featured a 'clipboard questionnaire' where recipients could respond to a few questions to find how Centrica could help them develop 'cut through' customer communication campaigns.

The overall messaging was developed to encourage recipients to explore alternative ways to successfully reach their customers by communicating with impact.

The campaign, from print to web, was executed using XMPie PersonalEffect personalisation software while the postcards were printed on a Xerox DocuColor 2060 digital colour printer.



Results

Centrica received a response rate of 5% for this campaign. "The results achieved through the 'VIP Backstage Pass' campaign was in line with our expectations," said Roland Knight, Managing Director at Centrica. "Personalised, targeted communication such as this typically shows returns of around 5% and can be as much as 19% when combined with an offer – our results speak for themselves."

"It demonstrates more than ever before that personalised and relevant communication is driving the way consumers want to receive information. With most response rates to acquisition campaigns sitting at between 1–2 %, we were understandably delighted with the outcome. We are confident that personalised cross-media communication is the way of the future and as an organisation, we have the skills and know-how to provide similar measureable outcomes for our customers."

Knight added: "One of the greatest benefits to us has been the ability to track the success of our campaign and profile data effectively for future campaigns. We are able to provide our customers with highly targeted communication services, starting with data management through to design and creative development, printing, mailing and fulfilment."

Centrica continue to reap benefits through the personalised website as visits during or after the campaign trigger notifications to Centrica's account managers for follow-up.

Feedback from recipients was overwhelmingly positive and included comments such as:

"I've just received your VIP mailer – love it!" – Julie

"I must say, very impressive flyer. I actually read it, as was curious (given it was personalised), then I found out it came from you guys." – Sean

"Thank you for including me in your recent marketing mail out! I thought the Backstage Pass idea is very innovative and funky and I love the customisation of the flyer." – Sarah

For more information on how to reach your customers through relevant communication, contact Roland Knight at Centrica on 02 9406 8000 or visit www.centrica.com.au