



# IBM SolutionsConnect 2013

Dan pametnijih rješenja

Pametnim podacima do pametnih odluka

## OUR DIRECT MARKETING JOURNEY

Banca Comerciala Romana

Ionel Dinu – Head of CRM/BCR

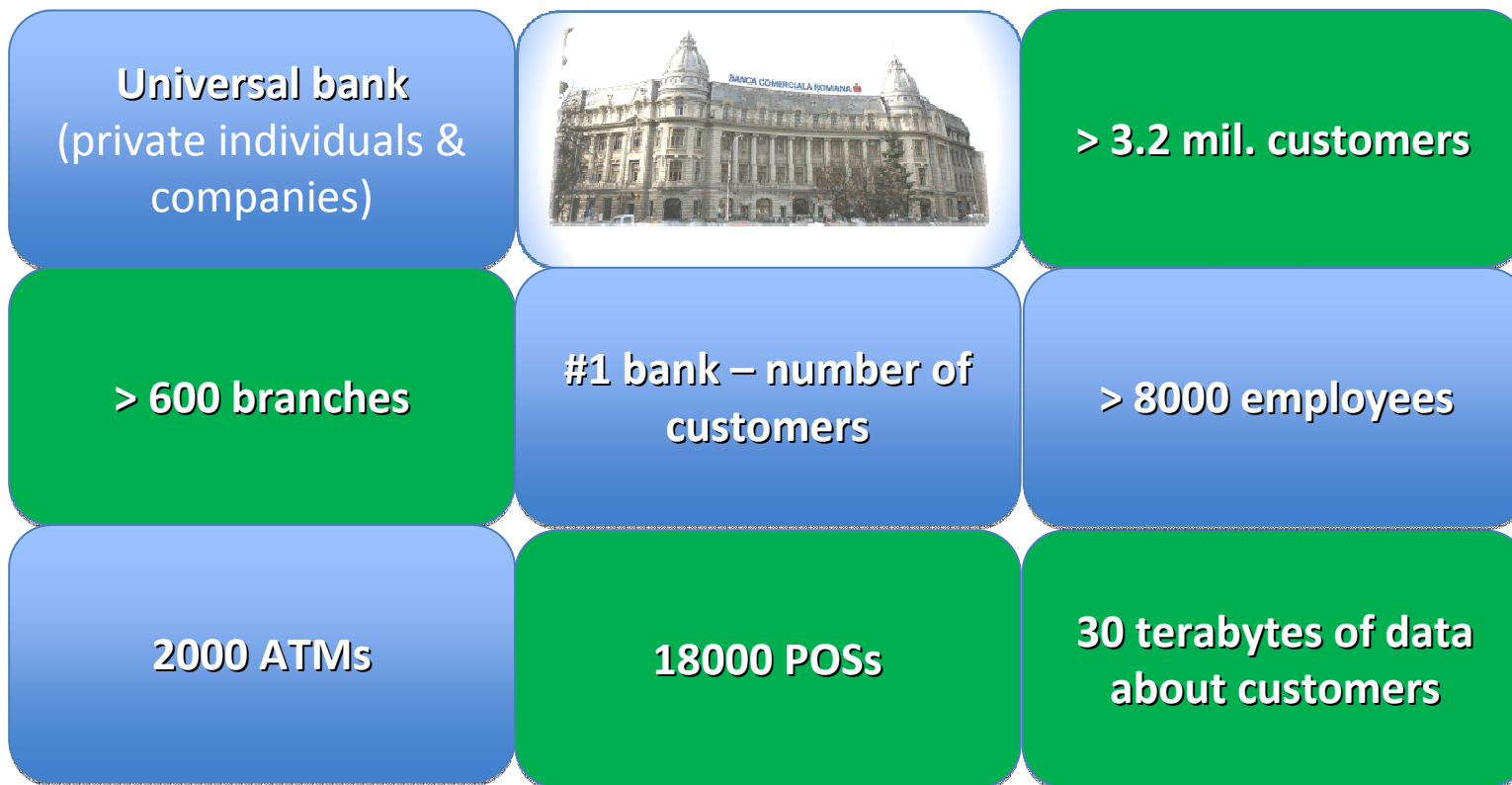


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## Tko smo mi?



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## Odakle?

Our description before to implement Unica:

- Excel files based analysis
- No direct access to data base; data extraction ~ 3 weeks (no correlation between multiple sources)
- Daily campaigns = daily resource allocation
- Manual administration of multistep campaign
- Contact policy – only in theory!
- Status reporting – almost impossible!
- Campaign evaluation – a nightmare!



## Zašto promjena?

Why to move from this “direct marketing paradise”?

- Low results in success rate → low profitability
  - Difficult times were announced and happened
    - Already reach the highest point
      - Manual work → limitation of creativity
      - Competition





## Kako?

Campaign management solution needed (key factors):

- Very flexible
- Very easy to use
- Very fast
- Powerful in target list selection
- Minimum functionalities of project management (for campaign preparation)
- Good integration features



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## Što?

**Business perspective:** implementation of **Unica Campaign and Marketing Operations** in order to optimize the campaign preparation and to target the...

...right Customer...

with ...the Right Offer,

at the Right Time,

using the Right Channel(s)

**Technical perspective** implementation of **Unica Campaign and Marketing Operations** and integration with:

- Dedicated CRM DataMart (as data source)
- Branches application
- SMS application
- E-mail application
- 2 external call centers



Pametnim podacima do pametnih odluka



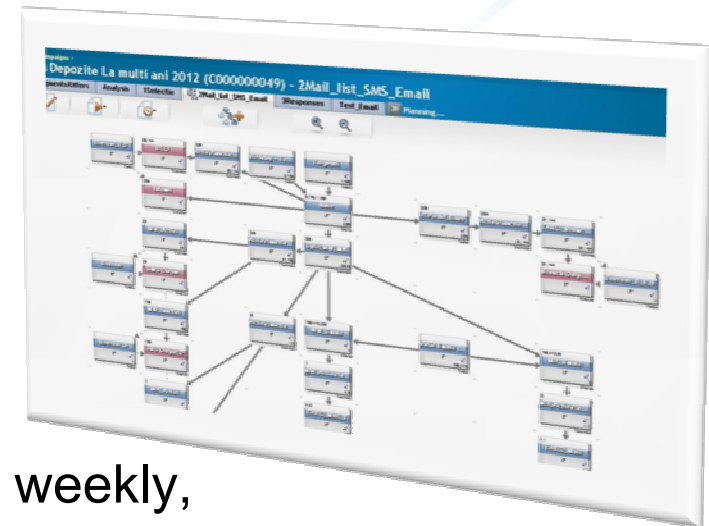
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## Rezultati

- increase 6 times the number of campaigns with the same number of campaign managers
- ~ 18% of sales share
- 1 hour (maximum for data extraction)
- automatic multistep
- double the success rate
- event triggered campaigns
- recurrent campaigns implemented – daily, weekly, monthly, quarterly
- real-time status reporting
- complex contact policy implemented
- campaign managers act as project managers



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# Pitanja i odgovori

Pametnim podacima do pametnih odluka





**Thank You**

