

CHALLENGE

Our client uses various channels of distribution to hand-deliver millions of physical collateral pieces and products to their customers and prospects. The company’s challenges are two fold:

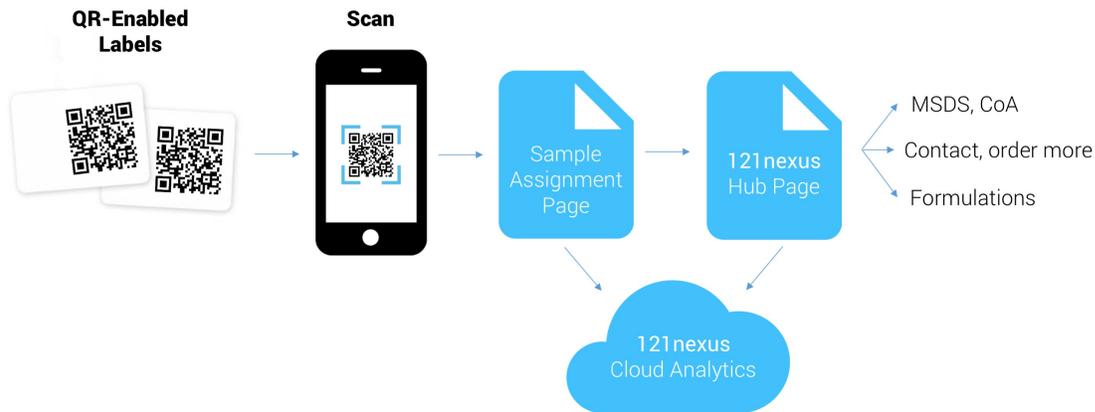
- 1) From a sales perspective, immediate follow up with each of these leads is important to beginning the new relationship.
- 2) From a customer service perspective, the ability to service current customers without overloading the customer service desk.

During the campaign, so much activity is created that it can take the staff 2-3 weeks to work through all the leads and follow up with everybody. The company wants and needs quicker follow up on the sales side and needs immediate response to customer service requests. They also are concerned about having to manage multiple systems for tracking their customers and prospects.

SOLUTION

Our Personal Media product helps companies during major campaigns to more easily and effectively follow up on sales meetings and handle the work load that would have ended up in customer service. It helps to start the sales relationship without having to engage a sales person (raise revenue); it helps address customer needs and concerns without engaging a customer service desk (save money).

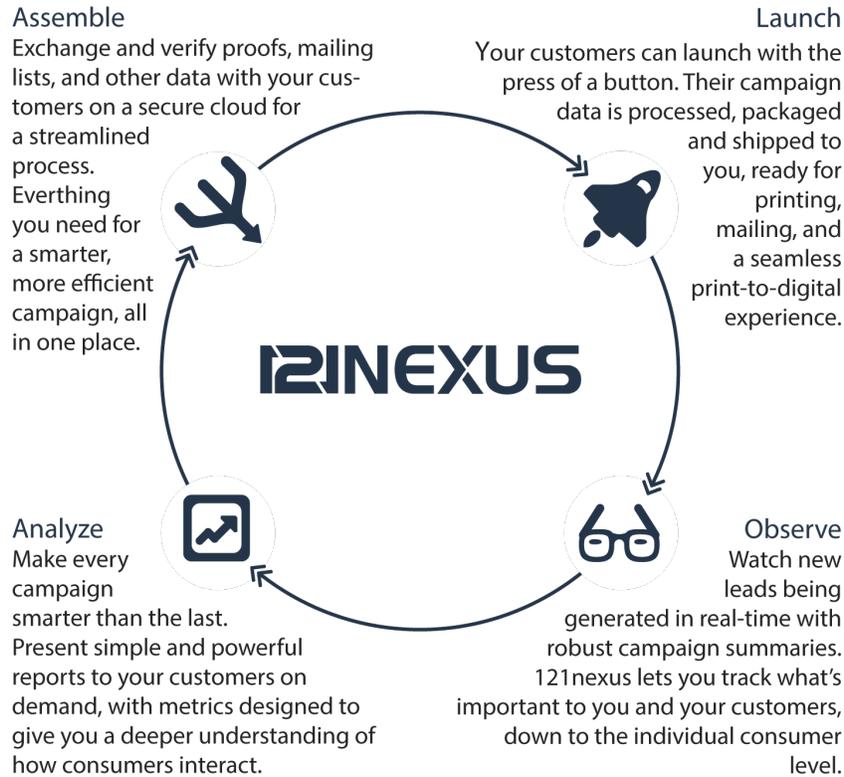
Our client uses the Personal Media tool in their campaigns. We supply them with that number of unique trackers, so they have the ability to hand deliver them to customers and prospects. Each individual hand-delivered piece has a unique tracker on it with a call to action to ensure the code is actually scanned or entered. When the customer visits the unique tracker, they are presented with a landing page addressing them by name, and the relationship is under way.



Based on the information we were able to provide our client’s customers and prospects on their one-to-one landing pages, our client found that inbound calls to their customer service desk following the campaign declined by 30%. Furthermore, our client found that their sales people were getting more qualified leads which was leading to an increase in their closing ratios by up to 10%. In addition to selling more more product, the sale required fewer resources to get it done. Additionally, our solution fully integrated the customer interaction data into Salesforce.com, which was essential to making this work for our client. Once again, we were able to help our client sell more product and make their customers happy, too.

OPPORTUNITY

Knowing who your engaged prospects are is very powerful. 121nexus technology gives B2C and B2B marketers visibility into real-time direct mail response and unprecedented insight into who is engaging but not immediately converting.



ABOUT 121NEXUS

121nexus' patented software platform allows manufacturers and brand owners to connect any product or printed collateral to a unique mobile website. With a web page for every single physical object, brand owners can communicate with their customers on a one-to-one basis. This allows for the distribution of real-time information relevant to each product and purchaser while seamlessly collecting responses and activity data from anyone who accesses their unique code. 121nexus is headquartered in Cambridge, Massachusetts.