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A CASE STUDY



dbg Drive Customer Retention for Renault UK

Renault is one of the world's largest car manufacturers. Founded in 1899 they now sell cars in over 118 countries Worldwide.

The Challenge

Renault UK (RUK) set an objective to improve Marque Identity and Customer Retention through direct communications.

In order to achieve this they wanted to develop a contact programme to manage customers and prospects through their purchase cycle and support the marketing team. dbg were tasked with creating a database to give a single customer view. This would allow full contact history to be maintained whilst receiving data from numerous suppliers; updating and tracking changes to attributes; providing data extracts to support the retention, strategic, tactical and dealer campaigns, as well as sending leads to dealers and data for customer surveys; and creating a reporting universe which would give RUK access to detailed reports, forecasts and complex analysis.

RUK's previous database, whilst holding all the required data, did not provide such reporting, analysis or tracking capabilities. The main challenge was therefore to create such a system, focusing on RUK's objective to increase ROI on their customer contact programmes.

"The breadth and intensity of activity has meant that, of necessity, we have to work as an integrated team. We have developed close working relationships with all of our dbg team members and appreciate the genuine commitment they show to our business"

Christine Didelot
Manager, Marketing Database
Renault UK

The Solution

dbg designed and built a flexible database to meet RUK requirements. The system provided the full functionality RUK required, whilst also allowing for any necessary future development. This future proofing allowed dbg to subsequently create integrated databases to maintain and use fleet and e-marketing data, as well as supporting interaction between the marketing database and RUK's MyRenault website.

The database was designed and built internally, learning from the previous system but also greatly increasing the capabilities. dbg used all its experience to create processes and systems which automatically accept and process updates from numerous third party sources in various formats, provide data extracts on automated and ad hoc bases, maintain synchronisation with RUK's internal database and website through regular data feeds to and from the client, provide trackable contact histories and attribute update histories and allow accurate and timely campaign analysis and measurement of effectiveness.

Creation of a reporting (Business Objects) universe which mirrors the marketing database allows RUK to run reports, produce

forecasts and detailed campaign analysis, giving them real time and accessible information on which to judge the effectiveness of their many and varied customer contact programmes.

The Outcome

Renault now has a single integrated database which allows for better targeting and customer segmentation.

The flexible database structure has demonstrated the ability to manage significant increases in activity and support new activities without an equivalent cost increase such that the profit contribution of the database is constantly rising.

Accurate merging processes have reduced communication wastage and improved the profitability of the marketing activity.

Comprehensive, real-time reporting provides RUK with better activity tracking and allows the business to make more informed business decisions.

RUK is proud to be the first Renault market in Europe to be able to fully track the profit contribution of its CRM activities.



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