



*We Share Our Knowledge*

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# **Sales and Churn Lab**

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## 1. Background

Many organizations have already realized that customer-based marketing is an important leverage for company performance, and that when used effectively, this type of marketing can generate significant revenues. However, many organizations believe they are not fully utilizing their direct marketing capabilities, for different reasons. They are usually right.

The question is how can we effectively utilize this tool in the long run, in order to improve growth? How can we make sure we don't miss any opportunity to exploit our resources in order to generate more revenues? In other words, how can we continue maximizing income from direct marketing activities?

The objective of this article is to illustrate how to handle and overcome these difficulties, in order for the organization to continue maximizing its direct marketing abilities and convert them to commercial success.

## 2. The Business Need

At times, organizations find it difficult to boost their direct marketing activities. These difficulties are manifested in the following ways:

1. Difficulties identifying new opportunities to initiate communication with customers.
2. Difficulties producing more and/or better campaigns.
3. Difficulties enhancing marketing effectiveness, including:
  - Difficulties boosting activity volumes
  - Difficulties improving response rates
  - Difficulties increasing activity-generated revenues.
4. Sometimes, organizations find it difficult to efficiently manage the work processes required for direct marketing activities.

These are, then, the business needs the lab is intended to address.

## 3. The Lab

What is the lab?

The lab is a series of brainstorming and training workshops for marketing professionals. The lab is the complementary phase of a full-scale training process, designed to strengthen the organization's direct marketing abilities.

The series of workshops, their themes and their frequency, are determined according to the key phases of the direct marketing activity, whether the focus is on increasing revenues or preventing customer abandonment.

Each workshop in the series will be dedicated to a single facet of the targeted marketing process, and based on Synergy's expertise, will provide participants with practical tools to facilitate their work.

Below is a chart illustrating the series of workshops, and the working tools they provide:

Identifying potential target market	The marketing offer	Cannels of communication	Analysis and evaluation
<ul style="list-style-type: none"> <li>• Event based marketing</li> <li>• Analytical models</li> <li>• Business rules</li> <li>• Global rules</li> </ul>	<ul style="list-style-type: none"> <li>• Adapting the marketing offer to targeted customers</li> <li>• Best practice</li> </ul>	<ul style="list-style-type: none"> <li>• Adapting the preferred marketing channel to the target market and to the marketing activity</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluating the campaign in order to learn and improve performance</li> <li>• Establishing measures and goals</li> </ul>

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The lab work process utilizes support tools already available in the organization, such as Campaign Management systems, analytical software, prediction models, business and global rules, etc. These tools are all taken into consideration when modifying workshop syllabus to comply with the organization's needs.

It is important to note that the process is not over once the last workshop ends.

Synergy will support the organization's marketing teams through all the stages of applying what they've learned to the field, and through the continuous process of implementing the marketing tools acquired in the workshops.

## 4. The Result

The effects of this process are abundant and diverse, and that's in addition to the direct results of the workshops (e.g. getting to know and using new tools and techniques).

A process such as this, training all relevant company employees, renders the organization with the following general results:

1. An increase in direct marketing profitability, as a result of more focused activities.
2. Proactive, instigating activities toward the customer, rather than reactive, passive ones.
3. Regulating the marketing work processes while improving cooperation between the participating departments.
4. Standardization – the shared learning experience enables the organization to enjoy:
  - a. A common terminology – terms and phrases shared by the entire workforce.
  - b. Unity – striving for common goals in common methods.
  - c. Unified business tools – shared beliefs create unified standards and better cooperation in business activities.

All in all, the campaign lab creates a stronger foundation for the organization to base campaigns on, thus enabling the organization to enjoy improved business results.

## About Synergy

**Synergy** is an international consulting company, specializing in Analytical CRM solutions.

**Synergy** offers marketing oriented business ventures, formed by a team of leading local and international industry experts.

**Synergy** aims to provide its customers with the ability of acquiring commercial advantages by informative analysis of their customers' shopping data.

**Synergy** has vast experience in working with leading commercial organizations, both locally and internationally, and its clientele includes foremost industry leaders in the communications, financial and retail fields.

For more information, visit our website at: [www.il-synergy.com](http://www.il-synergy.com), or email us at: [info@il-synergy.com](mailto:info@il-synergy.com).

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