

## E-mail Marketing new generation

### CASE STUDY :



#### Key figures:

- 8,100,000 Customers
- 1,400,000 i-mode™ Customers
- 450 Club Bouygues Telecom Stores
- Bouygues Telecom

**Bouygues Telecom turns to Emailvision for its i-mode™ and e-mail marketing communications.**

**Seeking to develop personalised multi-channel relationship marketing, Bouygues Telecom has selected Emailvision as its key technology service provider.**

Bouygues Telecom's customers obviously love technology. So, it is only natural for them to communicate via electronic messaging. This is the method that the mobile telecommunications operator has chosen in order to develop a personalised relationship with customers and increase sales.

#### Three types of personalised messages

These messages come in three types: commercial (package offers, personalised features for mobile phones, message storage, downloading of hold music and other services); information or education (how to access the Yellow Pages, for example); games, contests and events. *"We design our marketing operations but e-mail delivery is outside of our field. That's why we looked for a partner to whom we could entrust this task,"* explains Christophe Pelletier at Bouygues Telecom's Marketing Project Development Department. Hence, the partnership with Emailvision was born.

#### Two important channels: e-mail and i-mode™

In the early 21st Century, Bouygues Telecom is very aware that electronic marketing is a critical communication channel. *"Our website attracts a lot of visitors. We are taking advantage of this traffic by deploying a program to collect their e-mail addresses,"* points out Stephanie Becker, Bouygues Telecom's chief of General Public Customer Relations Communications. But, how do you communicate with the customers if you do not have a marketing database? Hence, the project was broken down into two phases – collecting the customer data first, and then using existing channels.

#### Collecting e-mail addresses

To begin, the marketing department set about building an opt-in database by leveraging every point of contact with the customer, i.e. through visits to the web site, during telephone contacts, in-store. *"When we collect the e-mail addresses, as a standard practice we ask the customer whether he or she consents to receiving information on subjects of interest to them and how they wish to receive it (by phone, Internet, etc.). That way, we know the customer's preferences and can take these into account in order to send them relevant communications. Our goal for 2006 is to have at least 25% of our customers in our e-mail database,"* says Christophe Pelletier.

#### i-mode™, a unique way of communicating

Meanwhile, Bouygues Telecom can employ its exclusive channel, i-mode™, i.e. phone-based Internet or "pocket Internet." *"We developed our communications project for this channel with Emailvision. Emailvision is one of the only e-mail marketing companies that is committed to i-mode™, and is able to send and process messages over this unique channel,"* explains Christophe Pelletier. Bouygues Telecom is using this new type of mobile phone e-mail as a means of promoting customer loyalty, whilst building a significant e-mail address database.



E-mail marketing campaign: monthly newsletter



E-mail marketing campaign: i-mode™ promotion



E-mail marketing campaign: online invoice

## Emailvision – a solid and enduring partner

*"We have been working with Emailvision on specific individual e-mail marketing operations since 2001. But, in 2002, we were looking to deploy this method of communications and, therefore, to build a long-term relationship with that company,"* adds Christophe Pelletier. Cultural differences had to be worked out between the very large quasi-industrial corporation and the start-up that is a leader in the "on-demand" applications market for e-mail marketing. *"First, my role was to assess the situation,"* Pelletier continues. Attracted by Emailvision's strong technical capabilities, Bouygues Telecom, in fact, had to satisfy itself that its partner was financially stable and formalise its relationship with it more concretely in order to go further in the partnership. *"We wanted a visible, organised, secure industrial service."*

## A collaborative project

How is the collaboration between Emailvision and Bouygues Telecom organised? Bouygues Telecom's customer marketing division defines the target for each marketing campaign as well as the personalisation rules. Then, the Emailvision client services teams use the Campaign Commander technology to produce the campaign, deliver it and generate the detailed response reports. It may also conduct surveys and integrate Flash or video in the messages. *"With Emailvision, we see how that can translate from a technical standpoint. That is why we have assembled a joint project team that includes a technical project manager and an Account Manager from Emailvision. The Account Manager acts as the sole point of contact for providing operational advice,"* explains Christophe Pelletier.

## A good level of quality and skill

This mode of operation has been in effect since September 2005. The relationship is centralised, the modus operandi defined and the key team leaders have been appointed. Also, a procedure has been implemented and to establish "real-time" supervision for the e-mail address collection program, campaign development, as well as tracking the results of the operations. And both partners are satisfied. As Christophe Pelletier puts it, *"That makes life simple for everyone. The operational personnel are much more relaxed, particularly for important projects involving delivery, deliverability issues and data base management. We've achieved a good level of quality and skill."*

## Communication methods with very promising futures

C e-mail and mobile i-mode™ communications will certainly see significant growth both in mass (increasing volumes) and personalisation (increasing relevance). Emailvision meets these changes in terms of responsiveness, availability, quality and reporting. "We count on Emailvision to accompany us in terms of vision and benchmarks," points out Stephanie Becker. This is how Emailvision introduced Bouygues Telecom to "best practices" for e-mail marketing communications. *"Emailvision is a force of suggestion. It provides us with a window to the world by introducing us to what is going on elsewhere, to new services, functionalities and practices for this mode of communication, as well as how to implement them,"* notes Christophe Pelletier, who is very pleased that this "full service" world was able to become part of Bouygues Telecom's continuing development strategy. New projects are currently on the drawing board.

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