



Campaign Management

The Challenge

A global investment bank contracted Wability in June 2002 to recommend and implement a Campaign Management Solution.

Our Solution

Siebel Marketing streamlines planning and budgeting by providing integrated workflow and collaboration capabilities for campaign approval and execution; financial modeling to optimize allocation of marketing dollars, and a marketing command center to track campaigns across the enterprise. It includes robust segmentation and list management capabilities to allow marketers to review their segmentation strategies based on any data in the enterprise. Using an intuitive graphical campaign design tool, marketers can easily create and automate rich multistage, recurring and event-triggered campaigns that include different offers, creative approaches and challenges. Wability was selected to both recommend and implement a Campaign Management Solution. The Wability team performed product comparisons and the Siebel platform was selected. Next, the Wability team conducted a technical evaluation including system scalability, evaluation of multi-channel support capability, availability, configurability, and integrality. Once the technical evaluation was completed, specific Siebel functionalities for each phase of the implementation were selected.

Upon completion of the implementation, Wability assisted the client in the development of an initial marketing campaign with a kick-off marketing segmentation project.

The Results

As a result of implementing Siebel Marketing, the client can now execute continuous treatment strategies for each customer, and is able to build customer value more effectively, at dramatically lower execution costs. Once campaigns are executed, results of all campaigns are automatically tracked for analysis in real-time so that marketers can adjust their programs in time to improve results and not after the fact. Leads can now be quickly assigned and automatically delivered to sales teams or channel partners assuring marketers that all leads requiring coordination with the field are followed-up on a timely basis and conversion rates and revenues are maximized.

Contact us today to discuss your consulting needs:

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