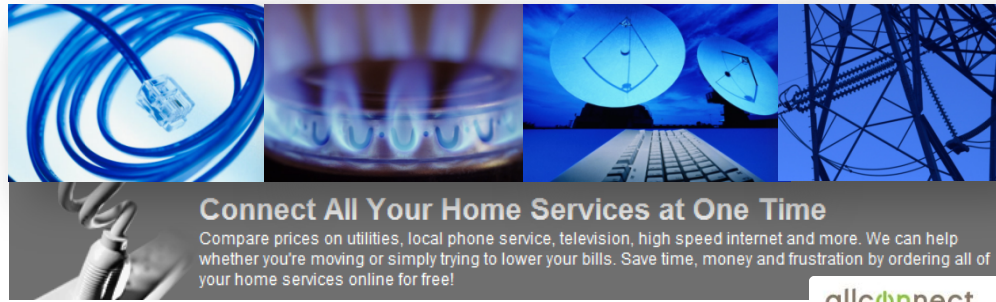


# Case Study:

## Connecting A Consumer Communication Platform



### ■ BACKGROUND

Allconnect is a leading consumer services company based in Atlanta, Georgia that helps consumers make wise, cost-effective decisions by explaining the options, service plans and service providers available across a broad array of home service including telephony, cable, satellite, high-speed Internet and communication bundles. Allconnect allows consumers to order or switch services with a single phone call or online transaction.

### ■ CHALLENGES

Marketing campaign capability is limited and requires significant effort to deploy  
Set up and execution of Marketing Campaigns is arduous and requires long lead times  
Campaign results track minimal information about marketing effectiveness  
Relevant data sources are neither consolidated nor accessible from a centralized location

### ■ APPROACH

Enable rapid deployment of dynamic consumer marketing interactions:  
Capture and centralize marketing data  
Improve targeting capabilities  
Communicate via prospect's preferred channel  
Create dynamic marketing experience based on consumer behavior  
Establish communication rules accelerate conversion / improve retention  
Develop closed-loop reporting to measure and optimize marketing investments

### RESULT

**A new customer communication platform enabled rapid deployment of dynamic consumer marketing interactions including:**

**Centralized marketing data capture**

**Closed loop reporting to measure and optimize investments**

**Improved targeting capabilities**

**Dynamic marketing experience based on consumer behavior**

