



■ BACKGROUND

Ubisoft is a leading international developer, publisher and distributor of interactive entertainment products. Ubisoft has the 2nd largest in-house development staff in the world with 22 studios in 17 countries. Ubi.com attracts 5 million unique visitors each month.

■ CHALLENGES

Lack of clear vision on how to interact with customers as well as the appropriate manner in which to collect and analyze customer data in order to enable more effective communication

■ APPROACH

Interview key stakeholders and executives to provide overall strategic direction and insight into current marketing efforts

Extract and complete analysis on sample population data set from customer data warehouse to identify customer segments

Provide general education on CRM capabilities and the possible business benefits

Leverage cross-industry best practices to develop a CRM marketing roadmap, which articulates the business initiatives to the organization, for execution over the next three to five years

Provide recommendations on customer data collection tactics and third party data sources

Recommend technology enhancements to enable CRM marketing strategy articulated in the roadmap

RESULT

The customer segmentation approach broke the status quo segmentation based on hours of games played, and has provided our client with a better understanding of their customers

The targeting and development of custom content for a direct email campaign resulted in an improved response rate for a recent promotion

Linking the current customer data warehouse with the appropriate customer service application has provided additional insight on the customers that need additional hand-holding

