

Gaming promoter boosts business performance with customer engagement solutions

Customer profile

Norsk Rikstoto

- Established in 1982, an independent promoter of equine sport gaming
- Turnover of over EUR 400 million
- Over 20 percent share of the Norwegian market



Targeted marketing generates growth

Norsk Rikstoto needed to develop a strategy for growth by increasing customer lifetime value while also providing an enhanced customer experience. By implementing Portrait Dialogue and Portrait Miner software from Pitney Bowes, Norsk Rikstoto was able to fully automate the processing of new online customers, saving time and money while ensuring that customers receive personalised and relevant communications. The project delivered a tenfold ROI within 10 months.

Business challenge

Norsk Rikstoto's main challenges were to boost brand awareness within Norway and to increase the revenue generated by each customer. Without effective systems or processes for personalised, intelligent customer communication or analysis of customer data, Norsk Rikstoto realised that it could not maximise the potential revenue opportunity. The company was therefore looking for an integrated suite of customer marketing applications that would allow relevant, one-to-one, automated dialogues with its customers.

"The Portrait solution enables us to achieve our goal to increase our revenues whilst building better customer relationships."

— Line Hofsaeth, CRM Manager

Technology used

- Portrait Dialogue
- Portrait Miner
- SQL Server
- SMS engine

“We now have a powerful solution that can automate ongoing marketing dialogues that keep our customers engaged.”

— Line Hofsaeth, CRM Manager

Solution

As a result of a highly competitive tendering process, which included an onsite proof of concept, Norsk Rikstoto selected Portrait Dialogue and Portrait Miner software from Pitney Bowes. Over a very short period of time Portrait had demonstrated how the combined campaign management and sophisticated analytics solution could be used to stimulate new activity from customers who had not placed a bet in the past 100 days.

A key marketing campaign, aimed at improving the customer experience, was the ‘Welcome’ dialogue for new customers.

Norsk Rikstoto wanted a Welcome dialogue that automatically managed all communication with new online customers. Working through a detailed design process with support from the Portrait consultancy team, Norsk Rikstoto created a multi-stage dialogue to manage a program of automated and relevant communications to all new customers for a period of three months after acquisition — the crucial time when customers may easily churn.

The campaign dialogue included multi-channel capability (with personalised URLs, SMS, email and web questionnaires) and enabled preference and feedback management for improving the message relevance. The ultimate goal was to encourage customers to place additional bets.

Norsk Rikstoto needed to see tangible results from the new solution. The built-in functionality within Portrait Dialogue enabled control groups to be set up for each stage of the campaign and, through Portrait Miner, these control groups were used to measure the effectiveness of the dialogue at individual stages against the main target groups.

The system was implemented in just 26 days and achieved some highly tangible results within months of go-live.

Benefits

- Fully automated processing of new on-line customers saves time and money and ensures that customers receive personalised and relevant communications.
- The solution produced tenfold campaign ROI within 10 months.
- Customers who won and received a ‘congratulations’ email had a 212 percent higher betting average than those in the control group.
- Those who received and answered a questionnaire collecting details of player’s interests bet almost 150 percent more than those in the control group.
- Use of Portrait Miner has identified which communications have worked well and which have underperformed, enabling outbound messaging to be modified and therefore improving the performance of future dialogues.



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