

CASE STUDY

Promoz Direct

“WE SIMPLY COULD NOT HAVE ACHIEVED THE SAME AMOUNT OF VISITS IN THE TIMEFRAME WITHOUT THE HELP OF PITNEY BOWES SOFTWARE.”

Elizabeth Williams, General Manager, Promoz Direct

PITNEY BOWES SOFTWARE ADDS VALUE TO PROMOZ DIRECT.



Challenge

Promoz Direct, part of the Cobra Group of companies, executes face-to-face promotional campaigns that utilise skilled people (ambassadors) to conduct strategic or tactical brand building on behalf of their customers. With a target of up to 40,000 merchant visits in three months for its premier financial services customer, Promoz Direct needed to identify the best merchant clusters (areas with a high number of retailers within close proximity to each other) and the most efficient route plan for its staff.

Solution

Using a combination of desktop software and data products from Pitney Bowes Software, including MapInfo Professional and AnySite Australia, Promoz Direct was able to geocode their merchant address information and analyse it geographically to effectively target merchant clusters and locations.

SUMMARY

Established in 2008, Promoz Direct is a field marketing specialist, and part of the global network of the Cobra Group, which operates in 24 countries and engages over 14,000 field representatives. Promoz Direct delivers approximately 100,000 face-to-face contacts per year in Australia alone.

In 2010, one of their premier clients, a leading financial services organisation, asked Promoz Direct to undertake an engagement campaign across Australia with their registered merchants in metro areas including Sydney, Melbourne, Brisbane, Gold Coast, Adelaide and Canberra.

The objectives of the campaign were to:

- service unmanaged merchants;
- increase point of purchase (POP) materials;
- register businesses in a rewards program.

MERCHANT PROGRAM ENGAGEMENT

The client set a target of almost 40,000 engagements with merchants over a three month period. It was essential that the route and order plans for merchant visits were precisely implemented to maximise the amount of visits possible within the program timeframe.

Promoz Direct used a combination of desktop software and data products from Pitney Bowes Software to achieve their goals. MapInfo Professional provided the accurate geocoded and spatial mapping of the target areas, and

AnySite Australia's comprehensive location database pinpointed all target retailer locations. The two data sets allowed Promoz Direct to geographically analyse business data that was previously confined to internal spreadsheet-based systems.

By analysing their existing data in this manner and supplementing it with the data provided by Pitney Bowes Software, Promoz Direct was able to pinpoint target retailer locations that would offer their promotional ambassadors the most effective areas to visit from a route management perspective.

“When deciding on a solution we looked at several products that would enable our staff to achieve the target set by our client, and the solution offered by Pitney Bowes Software stood out as the right fit for our needs,” said Elizabeth Williams, General Manager of Promoz Direct. “The main attraction was the flexibility it offered. It was clearly suitable for our client's campaign, but would also easily adapt to our future needs, which was a massive advantage over the other solutions we looked at,” Williams added.

“It was also seamless to integrate with our current technology, with only a small amount of tailoring required. Once the solution was implemented, we were impressed at the accuracy of the geocoded data, which was very comprehensive. It was also user friendly, picking up spelling discrepancies and suggesting the correct alternatives intuitively when identifying the retailers,” Williams further commented.

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RESULTS

Using the solution's maps and merchant address information, Promoz Direct was able to geocode, spatially map and easily identify their merchant clusters. Armed with this information Promoz Direct was then able to plot the most efficient route for their ambassadors, thereby increasing the number of visits that could be achieved each day.

“We simply could not have achieved the same amount of visits in the timeframe without the help of Pitney Bowes Software,” said Williams. “Before the solution, we were managing about seven to eight visits a day, but once we had access to the mapping information we were able to increase this to approximately fifteen a day – double our usual amount.” she added.

Each day the ambassador teams would be given ‘walk sheets’ showing them clearly the most efficient route to take to engage the client's merchants – classified as a visit.

“We make around 100,000 engagements on behalf of our clients each year, but with the help of Pitney Bowes Software we were able to action 40,000 in three months, twice as many as normal, which was an amazing result for us. This has enabled Promoz Direct to achieve our goals with the timeframe set by our client. Also, we were able to do it without needing to bring in extra personnel, and in fact ended up needing 20% less staff than previously projected,” Williams concluded.

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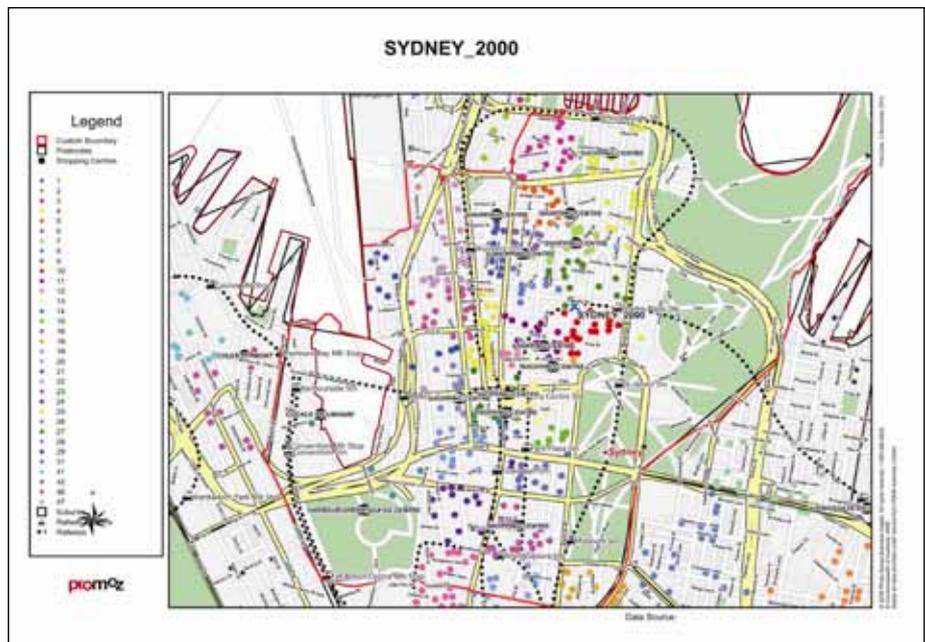
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Geographical representation of the different ambassador team deployments in Sydney.

THE PITNEY BOWES SOFTWARE ADVANTAGE

Promoz Direct, part of the global network of the Cobra Group, design and execute B2B and B2C campaigns that utilise skilled people to conduct strategic (long-term) or tactical (short-term) brand-building exercises on behalf of their clients. Location Intelligence solutions from Pitney Bowes Software have assisted Promoz Direct to build efficient route plans which have doubled the number of engagements that Promoz Direct are able to make on behalf of their customers each year.

Every connection is a new opportunity™

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