



E.ON

E.ON INTEGRATED MARKETING

CUSTOMER SUCCESS STORY



TERADATA®

## BACKGROUND

E.ON is a leading energy supplier in the UK, with approximately 8 million domestic, small business and industrial electricity and gas customer accounts.

## PROBLEM

- ~ Lack of ability to implement targeted campaign strategy
- ~ Need for greater lead management effectiveness
- ~ Inability to run large volume of multiple campaigns in tandem
- ~ Need for integrated marketing solution

Operating in what is a competitive marketplace, E.ON recognized the importance of success in its relationship marketing strategies and campaigns. E.ON's Customer Relationship Manager explains: "Small companies are generally good at relationship marketing — although they usually just call it looking after their customers."

Many large companies have lost sight of this and have become pre-occupied with introducing technology. While companies can't buy a relationship marketing strategy, they can choose tools that help build better customer relations.

Customers do not equally add value to a business, which makes it very easy to waste time and effort contacting disinterested prospects. It is therefore important to the E.ON Marketing Team that once they have built a



comprehensive view of their customers and prospects, they are able to communicate with them effectively and address their individual needs.

"What we wanted to do was to become much more targeted in our campaigns," says the Customer Relationship Manager.

## THEIR VISION

In order to maximize uptake of their offers and increase the effectiveness of their marketing activities and budgets, E.ON wanted a way to manage more campaigns that could be specifically aimed at smaller target audiences. "Instead of running a campaign with one million targets, from our evaluations we knew that more specialized campaigns to smaller target groups of 10 to 100 thousand customers and prospects would bring better returns," said the Customer Relationship Manager.

However, in order to deliver more finely targeted campaigns, extra management is required because the effort of running a small campaign can be greater than organizing a large, more general campaign. "In order to manage the increased volume of campaign activity, we decided to invest in a marketing resource management tool," says the Customer Relationship Manager.



FOR E.ON, TERADATA HAS GIVEN THE MARKETING TEAM GREATER CONTROL OF ITS ACTIVITIES AND THE ABILITY TO INCREASE THE FREQUENCY AND NUMBER OF MARKETING CAMPAIGNS.

*“We believe it is important to avoid a scattergun approach to direct marketing. We wanted to introduce more rigor so that we were offering propositions to people who actually might want to leverage them.”*

— Customer Relationship Manager

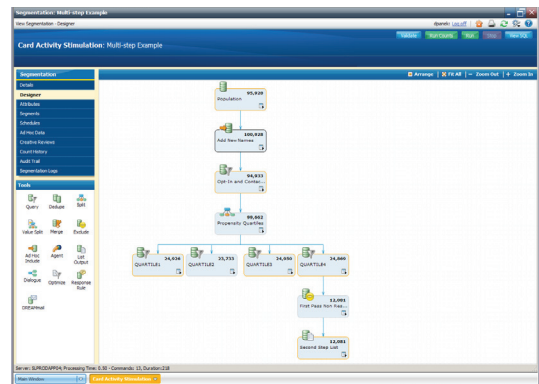


## TERADATA MARKETING OPERATIONS

- ~ Planning and Spend Manager
- ~ Workflow and Collaboration Manager
- ~ Marketing Asset Management
- ~ Campaign Management
- ~ Email Marketing

The Customer Relationship Manager and his team set about finding a suitable marketing operations solution that would offer them the flexibility to plan and manage multiple campaigns in parallel without requiring enormous additional effort and resources from the marketing team. It was also important that the new software would integrate effectively with its existing campaign management suite.

“At that time, integrated marketing (combining marketing operations with campaign execution) was still a relatively immature market, with only three serious contenders,” explains the Customer Relationship Manager. “We chose Teradata because it offered us the functionality that we required. The bonus was that it was on a platform that we were already familiar with.”



Email Marketing: Segmentation

Teradata offered E.ON a cloud-based application with the flexibility, configurability and scalability required to handle all the diverse features and functions of their marketing department. It provided the tools to process everything from marketing budgets to creative production plans, as well as connecting to large customer databases. The modular design delivered a broad range of business functions in:

- ~ Planning and Spend Manager
- ~ Workflow and Collaboration Manager
- ~ Brand Management and Email Marketing.



E.ON WAS LOOKING TO ACCELERATE THE SPEED OF THE CAMPAIGN CYCLE, MAKING OFFERS MORE RELEVANT TO CUSTOMERS AND AVOIDING BOTH THE WASTE OF RESOURCE AND THE POTENTIAL FOR CUSTOMER IRRITATION THAT UNTARGETED DIRECT MARKETING ACTIVITY CAN CAUSE.

“We originally used the Ensemble Campaign Management product to manage the operational aspects of our marketing. Following the acquisition by Teradata, we were able to migrate its functionality and our processes onto the Teradata platform,” says the Customer Relationship Manager. “Adding on operations management was a logical extension. We believe that an integrated solution is far more likely to deliver value than two separate applications.”

At the heart of the Workflow and Collaboration Manager system sits the workflow engine that automates the planning, budgeting and core processes that support and deliver the campaigns. In order to produce the templates and rules that guide the process, the Customer Relationship Manager and his team looked at the way the marketing function worked, dividing prospects from customers, then segregated according to channel — outbound telemarketing, direct mail, field sales and online.

“We know our process works. Now, it’s just a question of putting it through the application and refining it as we gain more experience and discover better ways of doing things,” says the Customer Relationship Manager. “Typically our campaigns are single channel, although we can see the potential for delivering some multi-channel campaigns.”

The challenge for E.ON is to make the marketing campaign process more effective so that the additional benefits of increased targeting to smaller groups can be gained. By controlling every part of the campaign process — from initiation through the development and sign off of creative materials to the actual delivery of the campaign — Teradata provides valuable management information at all stages.

“Once we have all our campaign plans together, the system produces a Gantt chart so we can immediately see where the bottlenecks may arise or where we have spare capacity,” says the Customer Relationship Manager. “In the past, we relied on people messing about with spreadsheets. Now we are working to build a complete view of our marketing activities for the next six months and improve our control of costs.”

## RESULTS

- ~ Greater control of marketing processes with established best practices
- ~ Increased frequency and volume of campaigns
- ~ Stronger customer relationships through targeted campaign management



For E.ON, Teradata has given the marketing team greater control of its activities and the ability to increase the frequency and number of marketing campaigns. “Adopting common best practice procedures across the department through the workflow element of the tool means that we are more efficient at implementing campaigns and have increased flexibility in using people and resources,” says the Customer Relationship Manager.

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