

consumer

Online customer loyalty and retention program for unique vacuum packaging appliance sold through direct TV.



FoodSaver

The Problem

The FoodSaver, a vacuum packaging appliance, had gathered a substantial database of customer names through its direct TV sales model. However, as a transactional database, there was not enough knowledge about the customer to build relationship-marketing programs.

The Solution

Using direct marketing fundamentals, Vaughan & Company implemented a multi-channel test using online marketing, web, telemarketing, and in-package promotional inserts to gain valuable information about recent customers' purchasing dynamics.

The results of these test programs identified opportunities for incremental sales and helped build a customer lifecycle model to increase customer loyalty and lifetime value. A primary program component was training inbound call center personnel to with a new market-driven approach to customer service.