

D S T O u t p u t C u s t o m e r S u c c e s s S t o r y



Unified Effort Proves Permission Marketing Goals Can Be Exceeded

INVESCO KEEPS SHAREHOLDER SERVICE A TOP PRIORITY. That is why the well-known mutual fund provider became an early adopter of e-delivery options. Recognizing the advantages of the InformaSM suite from DST Output, they chose it as their customer communications e-solution for statements.

The more shareholders embrace e-delivery, and the faster they do so, the faster companies like INVESCO reap the benefits. But like all new processes, it takes time for shareholders to become familiar with them, and comfortable in their use. Companies making minimal efforts to publicize e-delivery seldom see any more than nominal results.

INVESCO, a smart and innovative marketer, recognized the need to commit the resources necessary to maximize the number of shareholders consenting to e-delivery, and to speed the process. They also understood that planning and implementing a marketing campaign would require coordinated use of all internal communications resources.

“We have a very strong marketing group, which includes Web marketing,” explains Terri Berg, Vice President of Marketing Communications and eCommerce at INVESCO. “For us the Web is one of many communications vehicles, but a very important one. So keeping all of our communications channels in sync has been important for our success. This alignment assures clear and concise communications to our customers.”

In addition to technical and managerial support for Informa, DST Output and NewRiver, a marketing partner, provide all Informa clients a Marketing Toolkit and Catalog—complete information on goal setting, planning, budgeting and sample promotions—and also field an Informa Consent Marketing Team available to conduct workshops, or even develop and execute campaigns on a consulting basis. Because INVESCO knew it was critical to get everyone involved in the same room to plan their campaign, they asked the Informa Consent Marketing Team to conduct a planning workshop for the team that was already working on e-delivery.

Key lessons of the workshop were to hit shareholders through multiple touch points, and to maintain the marketing campaign well after the initial push. It is important to recognize that shareholders will have reservations about issues like privacy, and will take a while to warm to the idea of e-delivery. The moment they are ready—when, where, and however that may be—it is important to make the sign up process as accessible and easy as possible.

Using the workshop as a springboard, the INVESCO management team developed a high-level strategy, then nearly 70 tactics, each associated with a specific target, message, method of communication, owner, and schedule date. In addition to the obvious shareholder benefits, their “Go Paperless” campaign theme unified the creative elements of the campaign and projected a positive message. Five of the most productive tactics proved to be:

Email—email was sent to shareholders who had registered for the Web site but were not signed up for any e-delivery options. The email indicated that giving consent was easy to do, and provided links the shareholder could access at any time to complete the process.

Web site—because a large number of INVESCO shareholders had signed up and provided email addresses before services were available, a pop-up window on the Web site asked them to confirm the accuracy of their existing address. Showcase boxes and other Web display tactics reminded shareholders of the benefits of e-delivery.

Print materials—INVESCO highlighted e-delivery options in brochures, newsletters, statement inserts, and message boxes on individual shareholder statements. Short teaser messages were imprinted on the outside of regulatory document envelopes.

Call center—CSRs asked for shareholder email addresses over the phone, and sent follow-up email messages that made it easy to sign up.

Telemarketing—an outbound calling campaign was particularly effective. It targeted shareholders with registered Web access, but who had not yet consented to e-delivery, shareholders for whom INVESCO had an email address but had not yet registered for Web access, and other shareholders who showed an affinity for electronic content.

The team at INVESCO views the campaign as a complete success. They were able to clean their existing database and gain consent from more than 20 percent of registered Web users.

The effectiveness of the campaign was due largely to the commitment and cooperation of many different parts of the company. The organizational skills of the project manager, Katherine Holbrook, were a key factor. “Katherine and her team were able to earn buy-in and coordinate the offer across the company,” says Terri Berg. “This type of campaign requires a long-term commitment—we still don’t consider it finished—but it is well worth what we put into it.”

For information about Informa, or consent promotion programs, contact DST Output at 800.441.7587 or NewRiver at 800.481.2656.



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