

2e2 Business Architectures
Generating Business, Building the Brand

prepared by

purestone

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client: *2e2 Group*

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www.1-contact.co.uk

www.equippingemployees.com

www.coulditbecloud.com

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summary

In late 2010 2e2 created a single customer view across their disparate client base (the result of the 2e2 growth strategy which acquired & assimilated many companies over a 5 year period). Customers were polarised around the single technology that they had bought, with little awareness of the wider services now offered by 2e2. Add to this the economic environment and a jaded, unengaged audience for new technology - 2e2 were facing a very steep challenge.

Two key objectives were identified :

1. Demystify the breadth of technologies, taking them from complex multi-technology platforms into clear propositions which supported business requirements.
2. Introduce customers (& prospects) to the 2e2 offerings, proving the value of new technologies and delivering on the brand proposition.

With education, interactivity and a 'personal customer journey' at its heart Purestone implemented a 9 month, multi layered campaigns strategy spanning email, microsites and online engagement tools

The results have been exceptional, returning investment x166 times. Segmentation of the 60,000 strong customer database gave rise to key insights to drive eCRM campaigns, delivering unique open rates of 28%. Click through rates of 13%+ across campaign microsites and tools saw a final customer conversion rate of 12%.

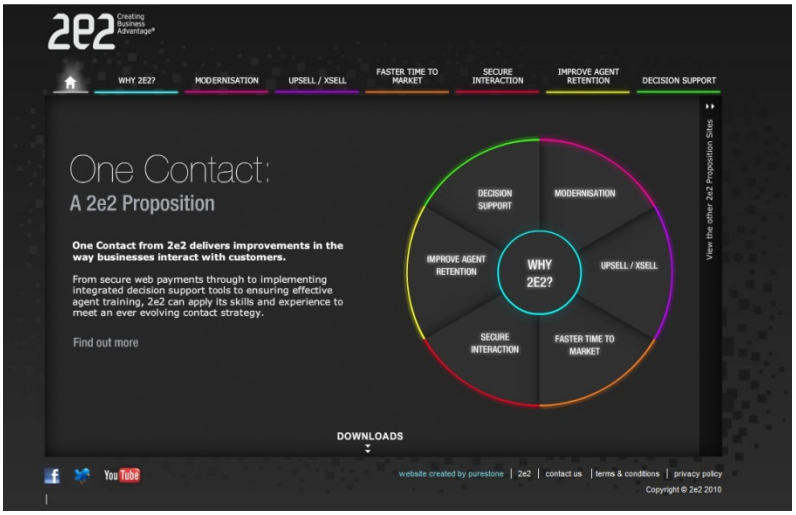
about the client company

2e2 is an ICT (Information, Communication, Technology) Lifecycle Services Provider; an agile, customer-focused provider of IT services that support the goals of the way organisations work today. 2e2 create business advantage for their customers – through the use of technology. 2e2 focus on offerings and managed services for medium and large private and public sector organisations, delivered on premises, in the cloud or as a hybrid of the two. 2e2 works with companies within the telecommunications, media, healthcare, retail, transport, public, financial services and professional services sectors.

strategy – the bigger issues

The why before the how?

Education & Understanding



New technology brings new opportunity. Getting first level engagement formed one of 2e2's major challenges. With businesses struggling to deliver ROI from existing technology, getting IT Directors to consider new investments was vital. When existing customers don't know that 2e2 can offer solutions across their entire technology requirement.
How do we break into this closed mind, and start a decision making process where 2e2 can demonstrate value from new technologies and been seen as experts for every technological requirement?

Having established a new technology as a valuable option we need to help people to understand it. How do we delayer the technology into a consumable proposition? Make it digestible and relevant to the individual and their needs.

The final challenge was to ensure that once an engagement was established and understood, 2e2 were the provider of choice – with the expertise & references to demonstrate it. In line with the rest of the strategy we needed to make its proposition absolutely relevant to each customer – a engaging experience delivering content which is clear, concise and engaging.

objectives of the campaign

The end game



The eCRM based campaign was designed to deliver a set of connected, highly personalised, relevant customer conversations. In order to demystify the technology offering and bring through the 2e2 brand values, it was vital to keep the campaign direct and simplistic. Once we established an initial level of engagement, we wanted to build on this, extending the conversation by gaining customer interaction in terms of responses to calls to action, peer benchmarking and review. Once we could establish a 1-2-1 customer engagement we'd have the ability to build rapport through the direct sales team which in turn developed 2e2's wider dealings within the customer base. The sales teams feel the benefit of the communications as the customer base were 'warm prospects' ready to be developed and directly translated to bottom line benefits.

the target audience

Who are we talking to?

- 60,000 existing customers & prospects
- Public & Private Sector
- Healthcare, Technology Media Telecoms, Finance, Commercial, Local & Regional Government
- 1000+ employees
- UK wide
- Senior IT decision makers (CIO, IT Director, FD, CXO and procurement)



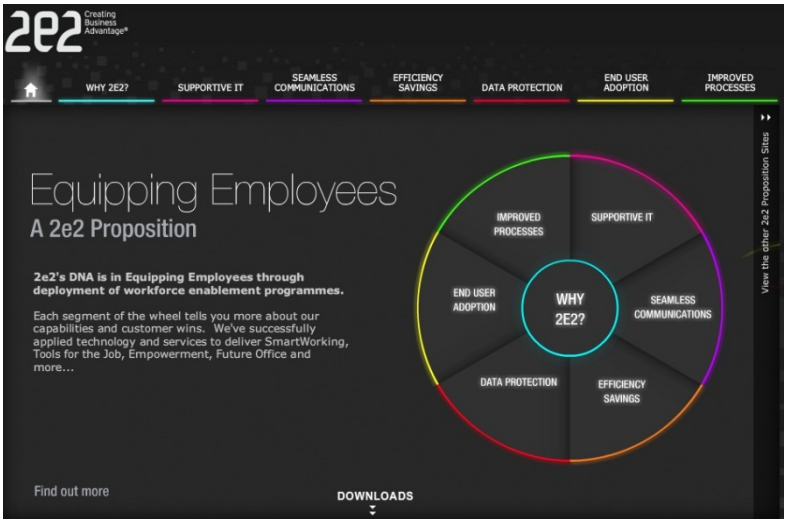
60% of the existing customer base had only purchased one service from 2e2 Group.

We wouldn't risk 2e2's core revenue so we needed to maintain this business while educating these customers around the wider offering

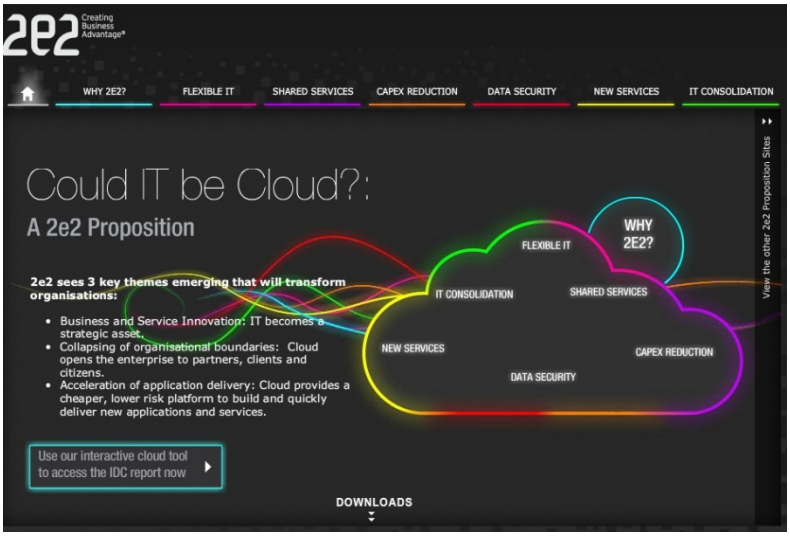
media, channels or techniques used

developing an engaging conversation

Email: Ability to intelligently use customer data to deliver dynamic, specific content, reinforcing the 'personal' touch and deliver a 1-2-1 engagement that built over time between the relevant 2e2 Account Manager and their customer. Split testing with immediate results allowed rapid evolution of campaign creative to ultimately drive recipients to clickthrough to campaign microsites.



Microsites: Used to convert the conversation, providing a defined end point to the customer journey with strong emphasis on the calls to action. The customer data followed the conversation to the microsite allowing tailored content to be served. All interactions were tracked, recorded and fed back immediately to the business for follow up and to inform future campaigns.



timescales of the campaign

how it all played out

The campaign spanned 9 months with one major campaign release each quarter from November 2010 through July 2011

- Q1 - ‘Equipping Employees’ - geared towards education and awareness of unified communications - facilitating remote & flexible working, reducing unnecessary travel as a viable business option.
- Q2 - ‘One Contact’ – educating about the business efficiencies which could be delivered from initiatives such as automated online payments, agent retention via bespoke training programmes to improving first call resolution rates.
- Q3 - ‘Could IT be Cloud’ extending the conversation with a campaign navigating customers through the complexity of ‘Cloud’ and how it could fit with existing technological infrastructure.

Segmented customer data sets ensured campaign activity was planned to avoid fatigue & saturation of the data. Splinter ‘nudge’ campaigns ran alongside mainstay activity capitalising on niche behaviours from within pockets of the data.

360 degree reporting ran continuously throughout the duration of the campaign with 3 ‘wash up’ sessions to deliver learnings, insight, and gain feedback from the business.

The engagement tools ‘Business Value Calculator’ and ‘Interactive Cloud Tool’ provided a huge amount of customer insight that was used to inform the sales team as well as informing future campaigning activity.

budgets

the cost of delivery

Client / Project Services:	£xxxx
Creative/Design	£xxxx
Technical/Development	£xxxx
Technology / Broadcast	£xxxx
Total spend:	**£xxxx**



These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

results

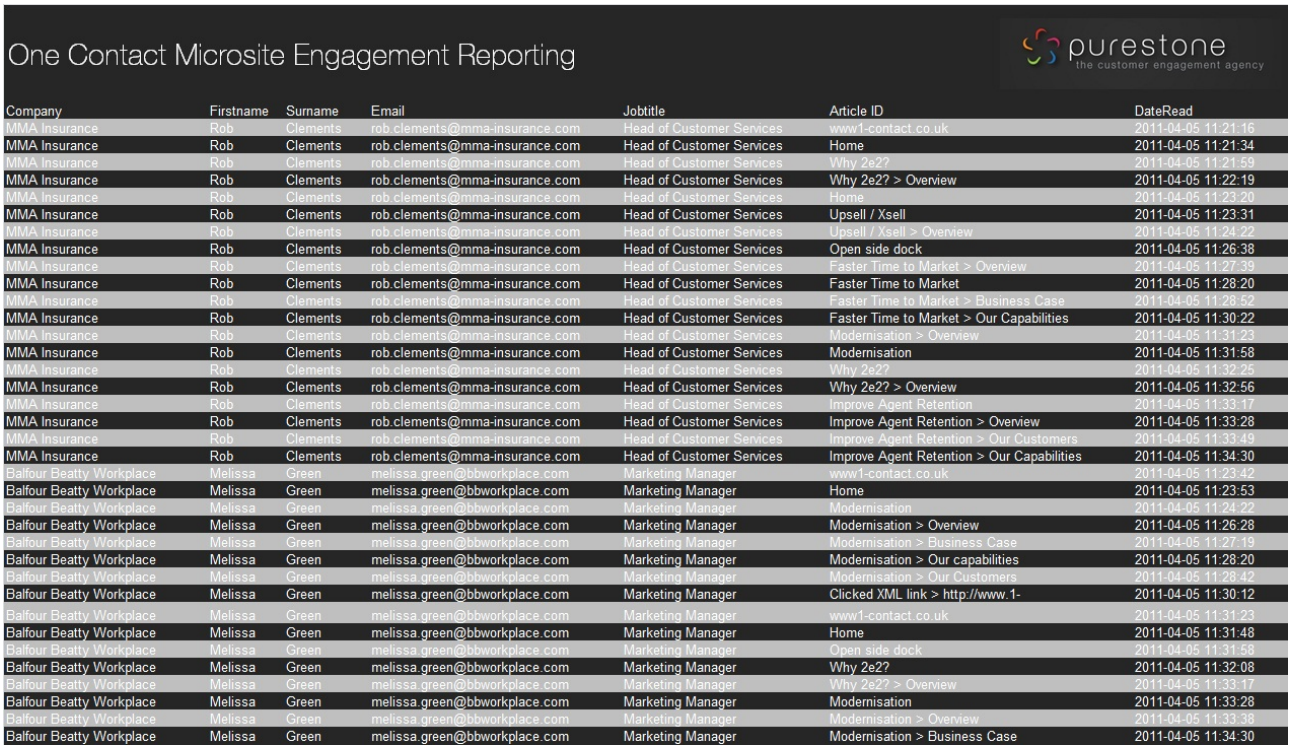
the proof of the pudding

Total emails delivered:	255,245
Average unique open rate:	28.6%
Average unique CTA conversion:	13% (33,181)
Microsite / destination conversions:	15.9% (5,243)

('conversions' were completed engagement tools & enquiry forms which went direct to the relevant 2e2 sales person for immediate follow up)

Pipeline generated:	excess of £xxx million *
Business written:	excess of £xxx million *
Return on Investment :	xxx times*

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential



One Contact Microsite Engagement Reporting

purestone
the customer engagement agency

Company	Firstname	Surname	Email	Jobtitle	Article ID	DateRead
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	www1-contact.co.uk	2011-04-05 11:21:16
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Home	2011-04-05 11:21:34
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Why 2e2?	2011-04-05 11:21:59
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Why 2e2? > Overview	2011-04-05 11:22:19
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Home	2011-04-05 11:23:20
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Upsell / Xsell	2011-04-05 11:23:31
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Upsell / Xsell > Overview	2011-04-05 11:24:22
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Open side dock	2011-04-05 11:26:38
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Faster Time to Market > Overview	2011-04-05 11:27:39
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Faster Time to Market	2011-04-05 11:28:20
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Faster Time to Market > Business Case	2011-04-05 11:28:52
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Faster Time to Market > Our Capabilities	2011-04-05 11:30:22
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Modernisation > Overview	2011-04-05 11:31:23
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Modernisation	2011-04-05 11:31:58
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Why 2e2?	2011-04-05 11:32:25
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Why 2e2? > Overview	2011-04-05 11:32:56
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Improve Agent Retention	2011-04-05 11:33:17
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Improve Agent Retention > Overview	2011-04-05 11:33:28
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Improve Agent Retention > Our Customers	2011-04-05 11:33:49
MMA Insurance	Rob	Clements	rob.clements@mma-insurance.com	Head of Customer Services	Improve Agent Retention > Our Capabilities	2011-04-05 11:34:30
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	www1-contact.co.uk	2011-04-05 11:23:42
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Home	2011-04-05 11:23:53
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Modernisation	2011-04-05 11:24:22
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Modernisation > Overview	2011-04-05 11:26:28
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Modernisation > Business Case	2011-04-05 11:27:19
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Modernisation > Our capabilities	2011-04-05 11:28:20
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Modernisation > Our Customers	2011-04-05 11:28:42
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Clicked XML link > http://www.1-	2011-04-05 11:30:12
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	www1-contact.co.uk	2011-04-05 11:31:23
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Home	2011-04-05 11:31:48
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Open side dock	2011-04-05 11:31:58
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Why 2e2?	2011-04-05 11:32:08
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Why 2e2? > Overview	2011-04-05 11:33:17
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Modernisation	2011-04-05 11:33:28
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Modernisation > Overview	2011-04-05 11:33:38
Balfour Beatty Workplace	Melissa	Green	melissa.green@bbworkplace.com	Marketing Manager	Modernisation > Business Case	2011-04-05 11:34:30

client testimonial

from the horses mouth

“Having acquired several organisations, it was essential that we bought together the 2e2 customers with a dynamic communication strategy. The challenge for Purestone was to create a customer engagement programme that reinforced the 2e2 quality of service, while introducing the range of solutions, technologies & services from the 2e2 Group companies.

The campaigns were the start of a two-way conversation – listening to what our customers were interested in, feeling their pain points and then communicating back to them withvaluable information of how we could support them.

The campaign results far exceeded our internal ROI benchmarks and we have rapidly built a pipeline of opportunities within existing relationships. In doing so we have started a dialogue which feels unique in the IT services space – where 2e2 are a true extension of the customer team. Not only has this strengthened relationships, it has directly translated to the bottom line."

Phil Wicks Head of UK Marketing, 2e2 Group

supporting material

presentation board 1

appendix

The One Contact Business Value Tool :

Below are some examples of the key insights that the One Contact campaign delivered. The results have had widespread use across 2e2's business helping to support and inform key business decisions around account development & client service.

Despite being a Flash based application we integrated comprehensive tracking code that allowed us to understand individual customer journeys and interactions at all points i.e. if Joe only answered 2 of the 10 questions and exited the process we'd still know exactly what Joe's responses had been to those 2 questions. This valuable information was then fed back to the relevant 2e2 salesperson to follow up with an informed conversation.

Example insights resulting from the One Contact campaign

One Contact

Out of the 1827 clicked through visitors, 972 completed the Business Value Tool



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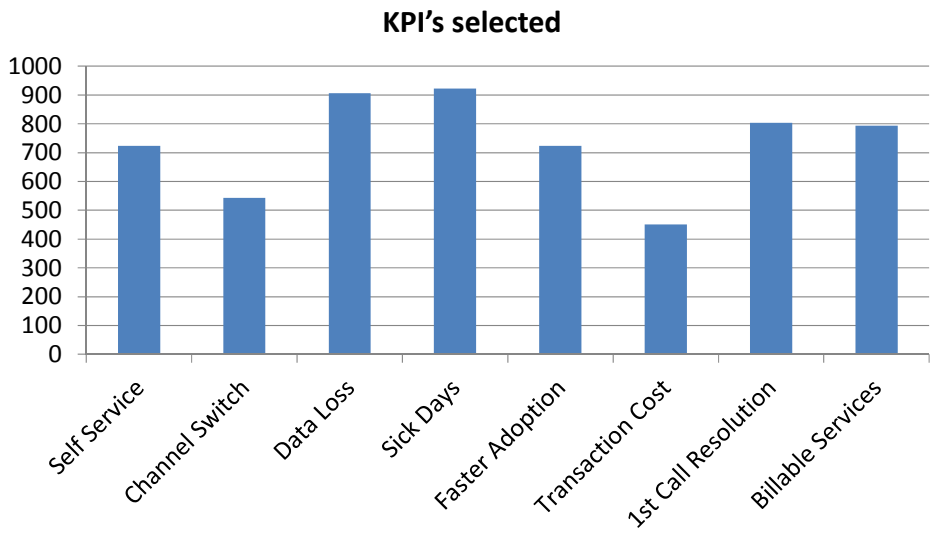
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One Contact – Key Insights

Average Business Value Identified : £1,475,351 (2 years)

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One Contact – Most Popular Indicators



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One Contact – Public v. Private Sectors

Sick days – 4 Private / 8 Public
ROI period – 2 Years Private / 5 years Public

Stand Out KPI :

Pace of Adoption of Technology – Public
Efficiency & Cost Reduction - Private

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