

Case study

Automated Communications

FOXTEL uses automated emails to strengthen conversion to purchase

FOXTEL
digital

"Permission Communications have proven to be a valuable strategic partner across a broad range of areas to do with Email Marketing. They have demonstrated in practice that they are industry leaders in Email Marketing"

Lorelle Yee, Subscriber Marketing Manager, FOXTEL Digital

Background

After ordering a FOXTEL installation, subscribers are mailed a Welcome Pack that includes details such as installation time and date and the package purchased, plus general information on FOXTEL.

FOXTEL wanted a more cost effective method of communicating with subscribers and a way to customise the content based on the subscribers chosen package. This would lead to a stronger understanding of what they are purchasing, leading to a higher perceived value.

Objective

- Increase prospect conversion to purchase.
- Reduce customer churn.
- Reduce Cost of sale.

Key Insights

- Household influencers don't fully understand the FOXTEL value proposition.
- Communicating quickly is essential to maintaining a prospect's interest.
- Information packs arrive too late – sometimes after installation has been cancelled.

Strategy

- Respond to interest quickly by communicating via email immediately after interest is registered.
- Clearly communicate the value proposition using customised content.
- Maintain contact through the subscription process by engaging the prospect in a two way communication.

Permission Communications knows what it takes to deliver effective digital marketing. For more information or to talk to one our consultants please call 1 800 PER COM or visit www.permission.com.au

Solution

- An automated and customised email is sent to prospects within 24 hours of registration that is:
 - Personalised with first name, installation time and date.
 - Customised based on the chosen package including package details, confirmation, value proposition and program highlights.
- Recipient can request a reminder email or SMS from FOXTEL sent the day before installation.
- The System is fully automated, driven by an integrated daily feed of data from FOXTEL.

Results

- Conversion to purchase increased.
- Significant cost savings were delivered.
- Cancellation rate was reduced.

BOX OFFICE
www.FOXTEL.com.au

ARE YOU ENJOYING ALL THAT FOXTEL HAS TO OFFER?

The Wedding Crashers (M)
Starts 4 May, 2006
© 2005 Twentieth Century Fox

Dear Mr/Mrs Last Name,

We hope that you have enjoyed your FOXTEL so far. Below are some handy tips to further enhance your FOXTEL Digital experience as well as upcoming highlights for the month. Be sure to keep this email for future reference regarding your setup options and how to order a FOXTEL Box Office movie.

YOUR FOXTEL REMOTE - THERE'S LOTS MORE TO IT

Setup your FOXTEL to suit you
Your FOXTEL offers a wide range of handy and helpful features - and accessing them is as simple as pressing a button on the FOXTEL Remote.

- ▶ **Programme Display**
Press i search for specific programme information. Press it again for more detailed programme information.
- ▶ **Closed Captions**
Pull up your handy on-screen FOXTEL Digital Guide and view a whole seven days of programming.