



CASE STUDY

Saving time and money, whilst putting members and customers first!





Meet NAF – The Norwegian Automobile Association

NAF is Norway's largest membership organisation with over 500,000 members and 250,000 customers.

The automobile association offers road assistance, EU control, insurance and car-repair shops. Additionally, their online/offline magazine 'Motor' provides articles and consumer tests.



NAF's challenges

NAF's internal CRM team sit at the heart of the organisation. They are responsible for all digital communication to customers and members of the company, with at least 40 campaigns running continuously. NAF's data stored in several disparate, non-integrated systems, this required considerable planning and daily, manual handling of data. The CRM team quickly reached their limit! This prevented them from taking on new work requests and in turn there was a lack of focus on optimising existing campaigns.

In order to meet their targets and grow as a company, NAF needed a system that could simplify segmentation, and the planning and management of customer activities. Furthermore, various tools needed integrating and manual tasks automated between them.

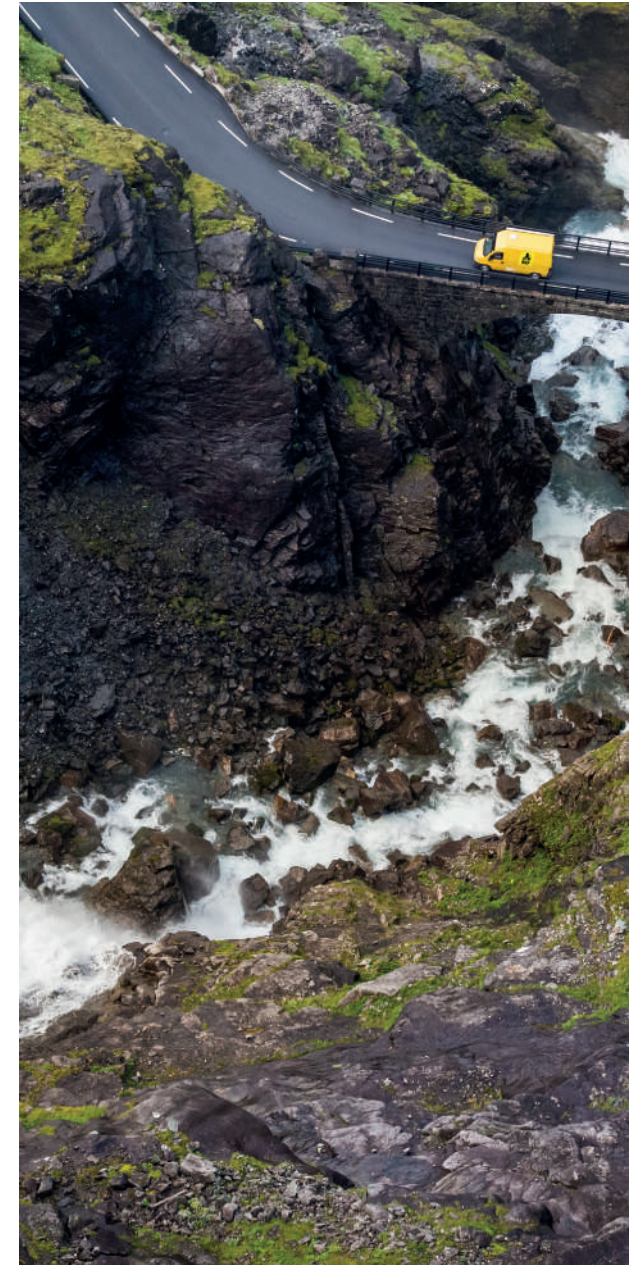


Overall targets & requirements

- Automation – reduce time spent on manual tasks
- Increase turnover – sell the right product to the right customer
- Increase loyalty via relevant, action-driven dialogue
- Deliver consistent, cross-channel customer engagement

Year 1 hard targets

- Recruit new members
- Increase product and service turnover
- Increase renewal rate



Solution

NAF chose Oracle Eloqua as their Marketing Automation platform. Engagement Factory integrated the platform to NAF's (Siebel) CRM, websites, and their own data warehouse. NAF also decided to add the native **Engagement Factory Email Editor** as an easy to use interface for the editors of Motor.no. Using the email editor, they can create and publish newsletters without even logging into the platform. The **Engagement Factory SMS connector** was added as part of their campaign flow. Being able to reach members and customer across channel was an important requirement for NAF.



Results

First, NAF transferred all ongoing campaigns over to the Oracle Eloqua platform and enabled automated flows. This resulted in massive time savings, enabling them to optimise existing communications and embark on new projects.

Engagement Factory helped NAF automate the entire welcome campaign designed to encourage new members to take advantage of their membership. Time spent managing this campaign went from 20 to 2 hrs/month, and we cut costs by using SMS instead of DM to reach those unavailable on email.

One of the new campaign projects, now a focus of the CRM team, encourages website visitors to sign up and become a member. The segment basis contains visitors to certain sites on naf.no that indicated an interest. In January 2018, NAF launched this campaign and the results soon showed a 27% response!

Furthermore, they setup another trigger-based campaign to follow-up on aborted bookings of the EU control. Members who start a booking, but for some reason did not complete it, are added to a campaign that sends communication through another channel 1 hour later. In January 2018 NAF sent this eDM to members that had aborted their bookings and won back 51% of them!

“We have automated a follow-up of aborted EU control bookings at naf.no – We won back 51%.”

Trine-Lise Olsson | CRM Manager, NAF

The warranty expiration campaign was another time-consuming activity for NAF, previously only run through one channel it underperformed. The purpose of the campaign is to encourage members and customers to book a Warranty Expiration test for their cars, before expiry. Changing the segment to only include those who, by prediction, should be eligible for a Warranty Expiration test and communicating across channel, resulted in a higher number of test bookings and massive time savings.

“Since launch, we have seen an increase in turnover, net income and directly reduced campaign costs.”

Trine-Lise Olsson | CRM Manager, NAF



“We’ve increased sales of family membership by 130% while furthermore, reducing time spent managing the campaign from 12 hours to 10 minutes per month.”

Trine-Lise Olsson | CRM Manager, NAF





We are Engagement Factory, a customer engagement agency to the core. With a focus on bringing together people, processes, data, content and technology, we help our clients transform into a customer-centric business. Delivering compelling experiences throughout the customer journey, we enable them to build long-lasting customer relationships.

From our main base in the vibrant heart of Europe's tech hub, the Netherlands, we operate across the globe. Our international team empowers local support, from Sweden to South Africa – and everywhere in between.

For more information, visit www.engagementfactory.com

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