

Direct Mail Case Study

Telia



Sector & Brand: Telecom, Telia

Country: Denmark

Campaign Date: ?

Background:

Who is the advertiser?

Telia is a Swedish telecom operator specializing in mobile phone, fixed telephone lines, digital tv and internet and they also operate in Denmark.

What was the challenge?

The Danish mobile phone market is saturated with mobile deals and customer loyalty is low.

Telia On is one of their offers for mobile telephony with three categories. In each category the user can use a certain number of hours for a fixed amount. Because it was one of the more expensive operators, there was a high risk that customers would switch to other operators.

What were the objectives of the campaign?

Retain customers by getting them to switch to a Telia Flex subscription, an easy and flexible subscription which could be changed regularly according to consumer calling, SMS, mobile internet and MMS behaviour.

Who was the target group?

Mobile customers who had a Telia On subscription, but without restrictions, which meant that they could cancel their contract very easily.

The campaign in detail:

Which media were used?

The campaign was a cross-media campaign, including direct mail and online.

What was the mailing approach?

After requesting customer permission Telia looked at the individual's usage of voice and SMS and made precise calculations of how much each customer could save by switching from a Telia On subscription, to a Telia Flex subscription.

At the same time customers got good deals for new cell phones and received an offer for an interest-free installment scheme enabling them to finance their new cell phone by the monthly savings from their subscription.

What was the creative concept?

The offer of the cell phone and financing were clearly explained in a separate booklet with a reply coupon on the second page.

In addition to the reply coupon, customers could also order the transfer to Telia Flex and purchase phones through a dedicated campaign website.

The results

- » Customer churn was reduced by 19 percent compared to a control group.
- » 16 percent switched from a Telia On to a Telia Flex subscription
- » Four percent of customers chose to buy a new cell phone.

