

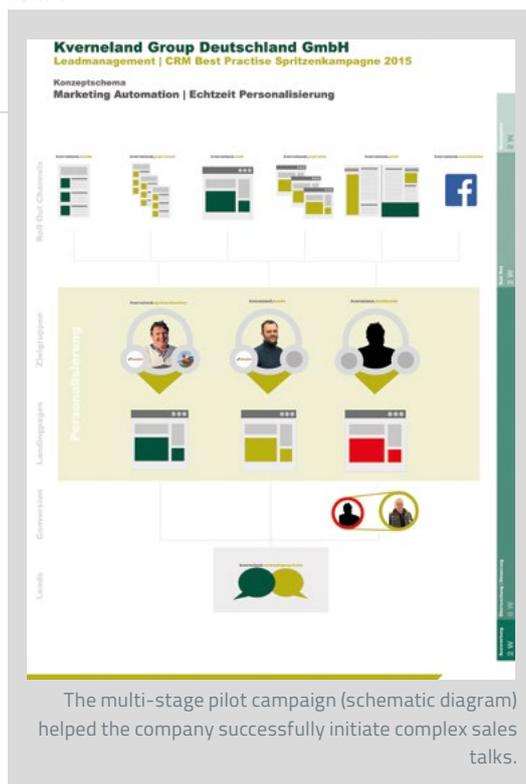


WITH EVALANCHE, E-RAUMWERK TURNS THE KVERNELAND GROUP GERMANY INTO AN INDUSTRY TRENDSETTER IN THE FIELD OF ONLINE CUSTOMER COMMUNICATION

The Kverneland Group Germany, supplier of high-quality equipment and services to the agricultural industry, stands out thanks to its dedication to innovation and commitment to breaking the mould. The Kverneland Group Germany relies on e-raumwerk, specialist for the implementation of marketing automation and lead management processes, to optimize its communication with customers. With Evalanche, the company's automated solution for email marketing, e-raumwerk has turned the Kverneland Group Germany into an industry trendsetter in the field of online customer communication.

THE INITIAL SITUATION

The Kverneland Group, since 2012 a part of the Kubota Group, is a global leader in the development, production, and sales of agricultural equipment and services. As part of an initiative to optimize its communication with customers while simultaneously cutting printing and shipping costs, the Kverneland Group Germany and e-raumwerk began to collaborate in May of 2012. The agency views itself as a full-service provider and supports its clients in the implementation of marketing automation and lead management processes – from strategic development and design to monitoring and ensuring the initiated process becomes a permanent part of the client's activities. The specific objective of the companies' collaboration was the development of an email marketing strategy for the Kverneland Group Germany. The successful implementation of this strategy was then systematically enhanced and expanded into a company-wide lead management process in 2014. The partners succeeded in setting up and carrying out a multi-stage, automated online pilot campaign for its "Field Spraying" product segment in early 2015. The goal was for this campaign to then serve as the basis for later campaigns in all other product segments. In this context, the main question the partners were looking to answer was whether or not complex sales processes could be initiated through multi-stage, CRM data-driven online campaigns using Evalanche.



The multi-stage pilot campaign (schematic diagram) helped the company successfully initiate complex sales talks.



THE REQUIREMENTS

The main requirement the team designing the pilot campaign had to meet was two-fold: on the one hand, the campaign had to integrate seamlessly into the company's current business processes, and on the other hand, it needed to be systematically tailored to the company's business strategy. Another requirement was the use of existing tools such as Microsoft Dynamics and Evalanche. Furthermore, the pilot campaign needed to be carried out under real-world market conditions and be built using reusable operative and conceptual components. The roll-out email blast reached approx. 3,500 relevant customers. Segments to which CRM data had been previously added served as the basis for personalizing the landing page and the lead nurturing process. The lead flow was focused on a personalized just-in-time landing page. Here, after passing through a lead nurturing phase, the client was either directly or indirectly offered the ability to receive a personalized call-back.

THE IMPLEMENTATION

After e-raumwerk completely reproduced regular communication of the Kverneland Group Germany in Evalanche, the agency began working with a "lead management" team of excellence at the Kverneland Group Germany – an interdisciplinary working group established specifically for this purpose – to prepare and implement the conceptual and strategic principles of the lead management process. The creation of personas met a key requirement for online communication which values customers. As a result of the predominantly automated online marketing campaign, a total of 16 successful sales processes were initiated with total sales of more than 500,000 euros.

THE BENEFITS

The "CRM BPK 2015 Pilot Campaign" proved in an impressive fashion that in addition to generating new leads, complex sales processes could be initiated through multi-stage, CRM data-driven online campaigns using Evalanche – and using considerably fewer resources. After successfully completing the pilot campaign, the companies have been working on scaling the concept since late 2015. The goal is to finish further development of the previously created conceptual and strategic principles and competencies by the end of 2017, and then make them available to all product segments. In this context, a particular focus is being placed on the harmonious integration into an overarching, more generalized lead management process.



Thanks to its outstanding handling, unsurpassed flexibility and its matching functional scope in terms of marketing automation and lead management, Evalanche is a central tool for our endeavours. The great capacity for innovations turned the Kverneland Group Germany into one of the leading companies in online customer communications. The company is now able to enter into relevant and highly personalized communication with their customers. This values the customer and offers a definite competitive advantage in a volatile market.

Marcus Köhler | Managing Director e-raumwerk