

Helping G R Lane build a healthier relationship with their customers.



THE CHALLENGE.

In 1999 G R Lane, the UK distributor of health products such as Olbas Oil and Kalms, outsourced the management of their customer information requests and new customer acquisition to HWC.

They wanted us to provide fast, tailored response to customer requests, a bigger and more accurate database, and better communications.

THE PROCESS.

Working alongside Lanes and their advertising agency, Bray Leino, we developed a new management system and set up the processes for dealing with information requests.

Segmentation was key for their marketing and promotional material. By splitting their regular bi-annual Newsletter into region, age, gender, lifestyle, buying patterns and demographics, we could include member-get-member mechanics into relevant cells. This allowed key data capture and enabled more relevant responses to requests for information. We were able to identify that in fact their target customers were not who they thought they were when they started the process.

During the concerted drive for customer acquisition, we advised on the data and segmentation of all their marketing and promotional material, as well as handling the despatch. The mailing of their Newsletter reached a circulation of 50,000, and data capture of customer requests and responses were all handled with due care.

THE RESULTS.

One mailing, for Tartex Spread, achieved an impressive response rate of 35%. And overall, G R Lane's customer database has grown from an initial 12,000 to a healthy 70,000.

"We know we can always trust HWC to accurately and effectively handle the high level of mail order fulfilment requirements for a number of key brands, helping us to enhance our customer relationships."

Jo Evans,
Bray Leino

FURTHER INFORMATION.

To find out how we could help you with customer loyalty programmes or other business processes, please contact:

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