

Case study

Caravan and Motorhome Club

Transforming membership engagement



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Making
it **easier to**
send 20m+
email and
DM comms
per year

Challenge

The Caravan and Motorhome Club (CAMC) needed more time for strategic thinking, and help with: making sure members didn't receive too many communications; improving retention rates; preventing last-minute cancellation of bookings; understanding member behaviour; and preparing for GDPR. They tasked us with solving these issues.



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Solution

We put in place the following key services:

- **Data consolidation, cleansing and hosting;** providing a central up-to-date view of all members and prospects on an accessible platform, supporting easy campaign selections and performance measurement
- **Insight,** undertaking analysis and modelling to give a full view of how members behave
- **Contact strategy,** moving client from mass business-driven mailings to over 50 specific customer-triggered, personalised comms
- **Creative services,** giving client joined-up services with comms creation
- **Campaign fulfilment,** sending 20m+ email and DM comms per year
- **Preference management** via a bespoke preference centre
- **Measurement and refinement** of individual campaigns and overall ROI

Outcomes



Easier campaign execution by having creative, data, and campaign execution with the same supplier



More time to plan campaigns



Improved visibility of campaign performance



An 11% increase in revenue per communication



Open rates in excess of 40%





Let's talk

If you'd like to discuss your organisation's communication challenges and how you can improve your customer experience, get in touch.