

CASE STUDY

Telstra – Blitz Campaign

Telstra is one of Australia's leading telecommunications and information services company, with one of the best known brands in the country. The company offers a full range of services and competes in all telecommunications markets throughout Australia, providing fixed lines to more than 9.86 million Australians and more than 8.9 million mobile services.

Introduction

When Telstra decided to give a large number of its consumer base the opportunity to receive “a gift for being with Telstra”, they sought out our assistance. We worked closely with all levels of Telstra and their partners to deliver an end-to-end solution.

The Challenge

Executing a national campaign that offers cash back / voucher style gifts to one of the largest consumer customer bases in Australia presented a number of challenges. It was clear from commencement that a flexible, secure, cost effective and scalable group of systems and processes was needed. As a gift was being provided (that demonstrated appreciation for custom), interruptions and failures in the process were unacceptable.

The Solution

As SEMA were engaged early in the campaign development, they were able to contribute at strategic, creative, technological and operational levels. The total service SEMA provided was an end-to-end solution.



The Solution continued

The solutions architect and project management team leveraged the power of SEMA's Integrated Service Offering to deliver on the promises of this quality solution.

- SEMA Marketing and Operation Strategists provided advice on how best to overcome the challenges of complexity, user experience and operational logistics
- SEMA Creative Services were engaged to design user friendly, brand compliant digital interfaces for customer interaction online. Their copywriting services were also used to develop appropriate communications using brand suitable language that ensured a respectful communication throughout the process
- SEMA Software Development and Digital Execution Services enabled those creative and strategic visions via digital channels (which included automated digital communications, secure financial systems integration and reporting/reconciliation services)
- SEMA Physical Execution Services were engaged to physically provide (in an accountable and secure manner) the dispatch and reconciliation services needed for gift distribution
- SEMA Back Office Processing Services provided high speed scanning, return mail processing and manual exception handling to turn around customer requests quickly and professionally
- SEMA Contact Centre Services acted as the voice of our client to respond to customer enquiries regarding the gift selection and receipt process.

The Results

This campaign has been declared a success by all parties and the customer engagement throughout the process has exceeded expectations:

- 17,415 claims were received, processed, validated and fulfilled.
- Over 9200 telephone enquiry calls were managed during the offer period
- Over \$700,000 in rebates/gifts/vouchers were processed via the SEMA system
- Approximately 30% of all claims were digitally processed (70% via physical means.)

SEMA and Telstra

SEMA has been a strong partner of Telstra for 13 years and assists Telstra to manage its complex business and technical challenges. Telstra regularly sets targets for SEMA's services which we enjoy delivering on. Recently Telstra set SEMA a KPI for document retrieval and service availability of 95%, SEMA achieved 99.96% for document retrieval and 99.87% for system availability. As a result of our ongoing efforts, SEMA won the Telstra 2006/07 Vendor of the Year (Excellence in Quality category).

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