

amdocs **clarifyCRM**

Installed Base CSP and Enterprise Process Manager Launch Campaign



## More Customer Loyalty through cost effective process management

On the strength of the Creative style and designs created for the Altogether More campaign, Amdocs ClarifyCRM wanted to approach their installed base customers with a campaign to launch their new product “Process Manager”.

Anderson Baillie worked with Amdocs ClarifyCRM Product Marketing to finalise a full new set of messages and reinforced these with new illustrations and copy. We produced a strategy to include a customer care telemarketing survey, working in conjunction with their San Jose office in The States, a direct mail piece and an email reminder, with call to actions to an extension to the web portal from the prospect campaign.

Because of the global scale of the campaign, illustrations and messages needed to be translatable and culturally acceptable throughout the globe.

Process Manager creative messages and supporting illustrations included:

- More Control
- More Customer Loyalty
- More Competitive Advantage
- Altogether More Profitable
- Followed by More Customer Loyalty through cost effective process management

### Intelligent Lead Development

Campaign programme lifecycle was extendable due to initial strategic input.

For a full overview of our Intelligent Lead Development services visit [www.andersonbaillie.com/ild](http://www.andersonbaillie.com/ild)

“Under the present business climate it was important to realise the economies of scale through utilising the design and creative from our previous campaign. Anderson Baillie worked with us to develop a successful installed base campaign.”

*Annette Chamberlain, Global Marketing Manager,  
Amdocs ClarifyCRM*

“It soon became apparent as to how excited the illustration style became throughout Amdocs worldwide and we were pleased that the creative showed versatility and longevity. We hope that Amdocs may continue to utilise a similar creative style in their forthcoming campaigns.”

*Charles Edwards, Account Manager,  
Anderson Baillie Marketing*

The campaign was strengthened by the strong call to action to a dedicated and fully branded campaign web portal. This involved a personalised password entry to customers, enabling them to download relevant information on Process Manager and to take part in the Process Survey. The site also provided an entry point into the Amdocs ClarifyCRM global site.

Additional traffic was generated to the website via an html email campaign, translated in local languages and personalised.

## Amdocs campaign mailers



## Amdocs campaign website



## Amdocs emarketing campaign

**ANDERSONBAILLIE**  
M A R K E T I N G

Walton Lodge, Hill Cliffe Road, Walton, Warrington, Cheshire, WA4 6NU, UK  
Tel: +44 (0)1925 217250 Fax: +44 (0)1925 217251 Email: [enquiries@andersonbaillie.com](mailto:enquiries@andersonbaillie.com)

**Also at:** 19 Northfield End, Henley-on-Thames, Oxfordshire, RG9 2JQ, UK  
Tel: +44 (0)1491 636387 Fax: +44 (0)1491 636226 Email: [enquiries@andersonbaillie.com](mailto:enquiries@andersonbaillie.com)