



Newsletter

March 2008

Now that the New Year has well and truly started it's the time for many of us to be planning for the upcoming months. So this newsletter focuses on new opportunities, ideas and hot topics for mobile communications in 2008.

Have your say – what do you think about our newsletter and the topics we've raised? email us at news@rapide.co.uk

Or call our automated feedback line
0870 428 0436 (Standard national call rate)

This Month's Stories

- ❖ **Is This The Death Of Mass Marketing As We Know It?- Page 2**
Are you tapping into the massive potential that the 45+ age group offers a company just like yours?
- ❖ **Mobile Communication Saves The MD Of HBOS 3 Days Work - Page 3**
The MD promised to support his team with the best tool for the job – find out how you can do the same
- ❖ **The Government Want To Know What Your Customers Think About You. - Page 4**
All public funded contact centres need to prove they put citizens and customers centre stage and get their feedback at the point of service delivery and in the customer's own voice.
- ❖ **Do You Have A Constant Battle With Keeping Your Staff Informed? - Page 5**
"Poor communications" is the number one gripe staff have with their employers.

Is this the Death of Mass Marketing as we know it?

New research from a GfK NOP survey commissioned by Pontis surveyed 2,000 over 55's to understand how their media consumption patterns are changing.

78% of the 55+ age group are surprisingly not bothered by mobile advertising, much more than other age groups surveyed.

The results highlight however that the marketing offers they receive fail to capture their imagination. This is also true of the baby boomer generation with 75% of 45-54 year olds and 78% of 55-64 year olds viewing the offers they receive via mobile as irrelevant to them.

This provides evidence that the traditional mass marketing approach is not working. Consumers demand tailored mobile offerings and content, so it offers a major opportunity for those businesses who can harness vital information about consumer interests and behaviour and offer them relevant and personalised services to their mobile handsets.

Top 5 Tips to Successful Mobile Marketing

1. Have one clear goal and defined expectations from your marketing campaign.
2. Encourage the consumer to respond to compelling offers with information at minimal cost to both the consumer and you.
3. Integrate your mobile marketing campaign with other channels such as email and call centre responses. You can capitalise on your existing routes to market by integrating a mobile element with simply a keyword and shortcode combination.
4. 'PUSH' or 'PULL' campaign? Your first step into mobile marketing is to deploy SMS with 'PULL' meaning a customer or prospect is encouraged to text back to you. 'PUSH' is a more targeted approach, sending a specific message to a pre defined target audience of customers or prospects with an option to reply to a call to action.
5. Ensure you can get access to reporting showing a breakdown of responders by keyword, reply message, text, times, and dates.
Viewing your campaign real-time through a web interface is the best option.

Case Study:



Getting the message across

Your staff need information. But they also need some of your motivation, enthusiasm, energy, drive and passion for your business. And that is not going to shine through in an email, or an intranet notice, or (heaven forbid) a management cascade. You need to talk to your people personally and directly – but there just isn't time.

The industry magazine, Personnel Today, backs up the idea that timing and channel are key to good communication - but how do you know what the correct method is? Do you choose the personal touch or go for a more formal approach?

The Managing Director of Retail Distribution at Halifax Bank of Scotland (HBOS), David Nicholson found a method that works for him – using Rapide.

At the HBOS Retail Conference, David promised to support his teams with the best tools for the job. True to his word, new Vodafone mobiles were delivered to each of his 800 branch managers immediately after the conference.

Having switched on their brand new phones, the first voice message waiting to be picked up was a personal welcome from David, having been delivered by Rapide to all 800 simultaneously.

Julie Smith from the Network Events team is impressed with the service –

"The personal voice message, direct from David Nicholson to their own mobile phone, had an enormous impact on the staff. The timing was perfect. I was really surprised at how easy it was to arrange.

"We made one call to record the message and the team at Rapide looked after everything else. That's really important when I'm so busy managing the conference.

"For David to call each phone individually would have taken over 26 hours!"

Since this initial event, HBOS have started to roll this system out across all the sales teams in the organisation.

The Government want to know what your customers think about you. We don't think you should tell them.

In terms of the overall government strategy, Sir David Varney's report on service transformation is a vital component. His report offers a potential bridge between investment in IT modernisation and the need for business change driven from the very top of government.

Importantly, it is not an abstract call for better services or improved use of technology. The fact that it lays out specific actions in areas such as customer care means it offers a litmus test on the new government's attitude to business transformation.

There is also more pressure on public sector efficiency recommending significant improvements and cost savings that could be made by reviewing the ways in which citizens interact with public-service bodies and encouraging increased take-up of web and mobile communications.

LET YOUR CUSTOMERS TELL YOU (AND THE GOVERNMENT) WHAT THEY THINK ABOUT YOUR SERVICE

Trust Rapide who have proved their competency specifically within the area of customer feedback and interaction across multiple touchpoints in large organisations to provide a cost effective solution in Rant & Rave.

Contact Centre Framework	Rant & Rave capability
Continuously measure your customers satisfaction at the point of service delivery <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> Satisfaction score and customer feedback for every interaction
Quarterly Management Information <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> Instant reporting and all data can be exported for further analysis
Demonstrate you are taking appropriate corrective action <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> Reply to feedback by phone or text

Rapide currently support :

Her Majesty's Court Service
HM Treasury
HM Revenue & Customs
MOD
Met Police - Royalty Protection
The cabinet Office

For more information download the whitepaper at: www.rapide.co.uk/varney.htm

Do you have a constant battle with keeping your staff informed?

"Poor Communications" is the number one gripe that most staff have with their employers.

But you don't need us to tell you that!

As your organisation grows and prospers, so do staff numbers, administration procedures and documentation. It's all too easy for important issues to get lost in a paper mountain, keeping your staff informed of company matters, upcoming events and general "news" is a challenging task.

Communicating by phone, email and heaven forbid, in person, are givens! But there must be an alternative, easier and immediate way to be in touch with your staff when you need it the most.

Getting your message and timing spot on is an art form in itself... and we've developed a way that you can cost effectively do this at the flick of a switch!

"Rapide has made such a difference to international communication within Aviva. The simplicity of recording and production is key to its success and the testing service to alert staff is essential."

Lynne Gray, Director of
Corporate Communications,
Aviva Plc.



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Team use Rapide's Team Call & Listen go to:

<http://www.rapide.co.uk/aviva-case-study.html>