



## CASE STUDY FREO | IMPLEMENTING MARKETING AUTOMATION

Presented by Engagement Factory





freo<sup>o</sup>

## DLL - FREO

DLL (previously De Lage Landen) is a global financial solutions partner and a fully-owned subsidiary of Rabobank, the world's most creditworthy privately held bank. Active in 36 countries, DLL offers asset financing and leasing to equipment manufacturers, dealers and distributors around the world. They focus on a selection of industries: food & agriculture, healthcare, construction, transportation & industrial, office technology, clean technology, and automotive. Via their Freo online brand they offer transparent, user-friendly online credit products directly to consumers.

For more information, visit [www.dllgroup.com/solutions](http://www.dllgroup.com/solutions)

# FREO'S CHALLENGES

*DLL's Freo online brand provides transparent, user-friendly online credit products directly to consumers. Marijke Verspeek, Campaign Manager at Freo, and the Marketing team were using a Dutch email marketing software, and they had previous experience with Marketing Automation tools. However, it soon became obvious that the local software provider was unable to meet the needs of Freo's marketing team and DLL's growing international requirements.*

Campaigns were becoming more complex and complete, ranging from the welcome phase right through to retention, and not simply ad-hoc campaigns. The team also faced a much bigger challenge: there was no integration between their solution and the central datawarehouse; this caused a lot of manual work with no added-value, the use of spreadsheets and lots of imports/exports/typing led to errors and a loss of valuable time.

Freo needed a solution that could deliver on the following:



*Synchronisation of data between marketing system and CRM*



*Provision of a standard way of working*



*Reduction of the possibility of errors*

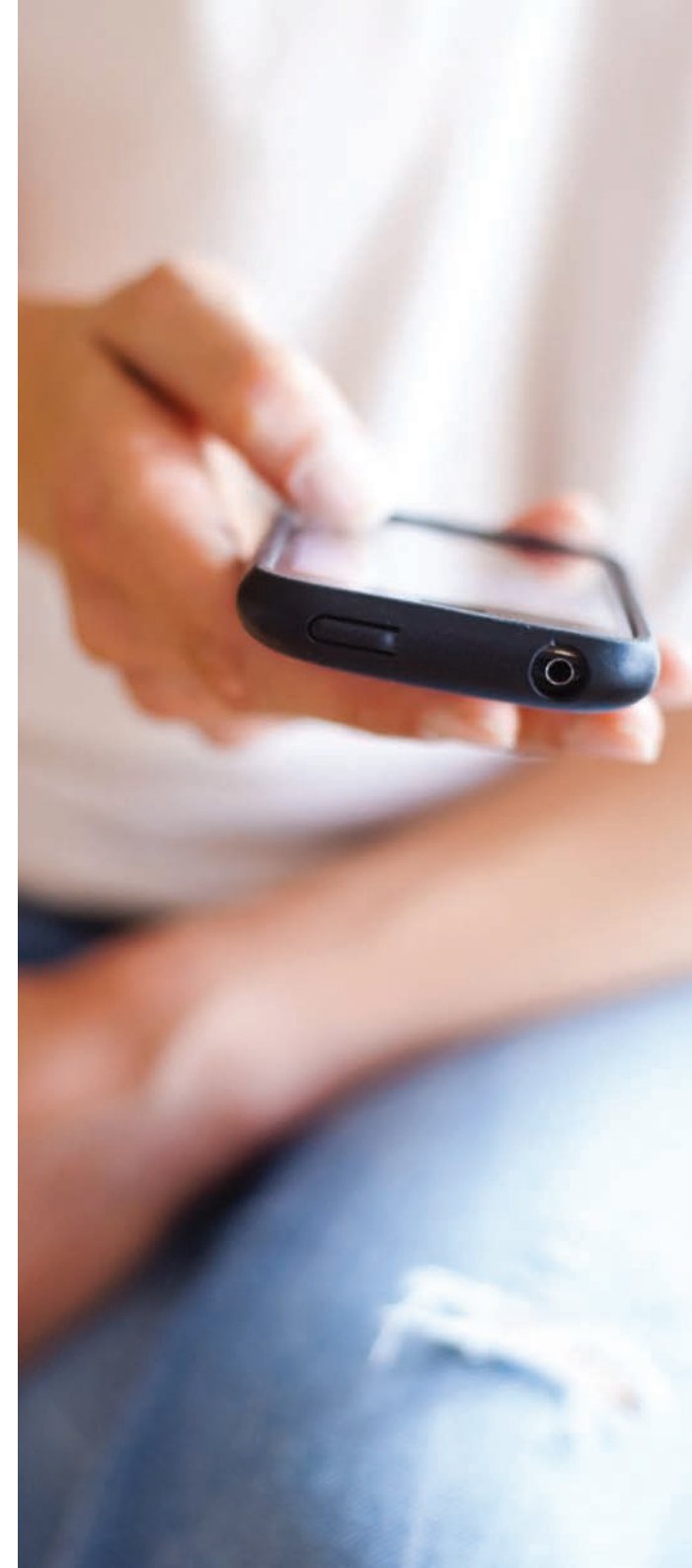


*The capability to automate programs, with multiple campaigns*



*The ability to grow customer insight*

Freo's marketers needed a tool that shows all implemented campaigns and measures whether they successfully reached their selected targets. They also wanted the ability to plan campaigns based on their customer's feedback and reactions, but this was not possible with their current system. Finally, although their marketing processes were reasonably well structured, there was still plenty of room for improvement and they hoped a new solution could boost and improve that structure, helping them to work in a much smarter way.



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*Customers feel recognised and nurtured when they get the RIGHT message, at the RIGHT time and through the RIGHT channel. For me, Eloqua is THE tool which makes this possible because each consumer feels important to Freo. In the long run, Eloqua will significantly improve our customer relationships.*

**Marijke Verspeek** | *Campaign Manager, Freo*



# ENGAGEMENT FACTORY SOLUTIONS

*Integrated CRM, improved campaign and lead management*

Following Freo's requirement for a more adequate marketing tool, DLL started looking for a solution to satisfy their Consumer Finance department. DLL chose Freo to be the pilot for their Eloqua implementation and are **extremely interested in understanding how easy it is to improve their campaign and lead management functions.**

Freo believe that a partner should support you through every step of your marketing automation journey, from the initial setup right through to the development, monitoring and ongoing improvement of campaigns, helping you reap the true benefits of this powerful tool and improve your return on investment. Marijke notes that a common pitfall during the implementation of a marketing automation solution is starting with too many ideas, or campaigns that are too sophisticated. She advises to start with a few small, straightforward campaigns and then optimise later, performing more complex campaigns when your team feels more comfortable and knowledgeable.





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*“Engagement Factory’s consultants know what they are talking about. Their passion for their work is obvious and I feel confident that I will achieve my objectives easily. I’m really happy we chose them as partners.”*

**Marijke Verspeek** | Campaign Manager, Freo

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# THE RESULTS

*Thanks to the implementation of Eloqua, Freo's team is able to successfully automate all their campaigns, saving them crucial time, which can now be dedicated to valuable activities such as the creation of new content and the organisation of all the flows within the tool. The profiling capability of the tool allows the team to accurately follow up on every campaign they launch and visually see which content is most relevant to their customers. They can easily discover who opted-out, who unsubscribed, and what information triggers their audience. The tool has also significantly reduced the occurrence of errors, which has proved beneficial at all levels.*

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*"The Freo team already sees the benefits of Marketing Automation. We realise now that the more we automate, the more time we have to think about content, new campaigns and possibilities for the future.*

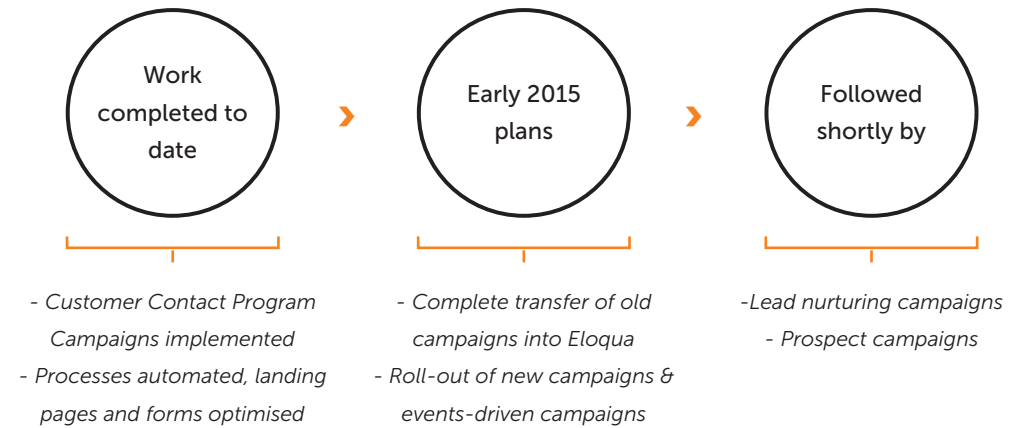
**- Marijke Verspeek | Campaign Manager, Freo**

To date, the Freo team has deployed Eloqua for the implementation of existing campaigns and recently completed several campaigns for their Customer Contact Program. The automation of processes and optimisation of landing pages and forms is saving them precious time. Thanks to Eloqua Profiler, Freo's agents now have access to the campaigns and are able to provide a better follow up to their customers, improving both service levels and customer satisfaction.

Eloqua has also confirmed and strengthened the already good Marketing and Sales alignment: the communication between the Marketing team, Customer contact department and the back office teams is excellent. The Customer Contact team is in constant contact with the customer and provides Marijke with the necessary background information to enable Marketing to deliver the right content to meet their customer's needs, at the right time.

In return, Marketing provides reports on a regular basis on projects and campaigns they are sending out to customers, keeping all teams up-to-date and greatly improving their daily contact with customers.

The Eloqua system and the partnership with Engagement Factory are both running smoothly, enabling Freo's team to feel comfortable using the new solution and concentrate on marketing their business. Freo's main objective now is to create more personalised communications, using all customer interactions as triggers for these campaigns, to ultimately achieve an even higher NPS (Net Promoter Score) than they have today.







# SUPPORTED BY

## Engagement Factory

A leading marketing consultancy and solutions provider specialising in Marketing Automation. With offices located in both Europe and South Africa, we provide a wide range of services: best practices & strategy, implementation, lead management and demand generation services, campaign management and managed services, sales enablement, and training support.

We enable companies to improve and consolidate their content and lead management, create valuable campaigns and optimise their demand generation. We help them drive measurable revenue performance improvement and revolutionise customer experience by optimising their marketing and sales processes to achieve an integrated funnel, shortening sales cycles and allowing closed loop reporting between Marketing and Sales, ultimately increasing their MROI. A certified Eloqua partner, we won the Eloqua Markie award in 2013 together with Royal Philips.

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As the largest Oracle Eloqua partner in EMEA, we have over 50 trained Eloqua consultants dedicated to helping customers to be successful with Modern Marketing. We enable organisations to realise the potential of marketing automation by delivering the full mix of technical expertise, digital marketing, project management, creative design and content marketing skills. Our main objectives are to improve and consolidate content and lead management, create valuable campaigns with compelling stories, and optimise demand generation to drive measurable revenue performance.