



The Planet's **Smartest** CX Software



Listen to the **Voice of your Customer** and **Engage** in their *story*.

**THE PLANET'S SMARTEST CX ORCHESTRATION PLATFORM**

*Voice-of-the-Customer, Social Media and Engagement unified on the Planet's Smartest Customer Experience Software Platform.*

**CASE STUDY**

Wesbank

Campaign Management Solutions

Insight into Campaign Management Solutions in one of South Africa's largest financial institutions

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The Dealer Bank



## THE BUSINESS

*WesBank, South Africa's leading provider of asset-based finance, is a subsidiary of First National Bank, one of South Africa's Big Four financial institutions. With over 40 years of experience WesBank has consistently focused on providing quality asset finance and fleet management solutions for a number of market sectors.*

WesBank has become one of South Africa's largest credit installment institutions and is the country's largest provider of vehicle and asset finance. WesBank approached inQuba to design a fully integrated, bespoke and flexible customer engagement program and loyalty program. A key element of this solution was a Campaign Management Solution that would allow it to build and manage sales campaigns so as to improve its Customer Experience

Management, customer acquisition and retention agenda.

inQuba identified that WesBank needed to engage with its customers through targeted and contextualised two-way dialogues in order to improve customer engagement and increase returns on its marketing communications investments. WesBank needed a Campaign Management Solution that could personalise communications to

its vast customer base in order to drive sales through engaging customers with context relevant communications. WesBank required a system that would integrate with its existing systems and allow it to build and run any campaign. inQuba recommended and commissioned IBM Unica and inQuba Engage to establish a dynamic two-way dialogue between WesBank and its clients.

## INQUBA PRODUCTS AND SOLUTIONS

*inQuba is the only provider and integrator of the IBM Unica product set in South Africa and places IBM Unica at the centre of all its Campaign Management Implementations.*

IBM Unica is a sophisticated rules-based Campaign Management Solution that makes use of an easy to use graphical user interface to configure campaigns that are driven by multiple sources of data such as website metrics and customer specific data, all enabling a personalised communication campaign to be developed. IBM Unica, in conjunction with inQuba Engage, allowed WesBank to automate campaigns, manage the complex rules involved in executing multi-channel customer dialogues. A key component of the solution was to construct a measurement framework to analyse the effectiveness of all campaigns.

IBM Unica and inQuba Engage allow an organisation to enter into dialogues

with its customers, initiating the communication with the right message at the right time and through the best channel, thus ensuring the best possible response rates. WesBank was able to manage its campaigns and send targeted and contextualised communications to its customers. It also ensured the communications WesBank sent were context and client specific, increasing their relevance to the customer.

inQuba Engage has been designed to integrate seamlessly with Campaign Management Solutions such as IBM Unica. It is a real time, event based system that can initiate personalised communications which has been designed with the key objective of engaging customers in their lifecycle with

*inQuba's innovative approach to direct marketing has enabled WesBank to decrease costs whilst increasing sales*

a company. It helps build and nurture relationships, ultimately establishing a level of trust that increases sales. inQuba Engage is unique in its ability to support multi-channel multi-wave interactions which can be transferred between dialogues and channels, resulting in a communication which actively engages with the customer. It helps to manage customer experiences and facilitates, a continuous dialogue

between the customer and the company. By implementing both IBM Unica and inQuba Engage WesBank was able to integrate a new Campaign Management Engine seamlessly into its existing systems. Furthermore, it was able to target its communications to specific clients which was a key requirement of the campaign. By introducing targeted communication campaigns, WesBank has been, not only able to increase

acquisition and retention, but it has been able to significantly reduce the cost of acquisition. inQuba's Campaign Management Solution leads the way for a new type of direct marketing campaign; one that actively engages with the customer thus creating a relevant dialogue between the customer and WesBank.

## WHY BIG DATA?

inQuba uses big data to capture a 360° view of the customer – as well as any potential customers – creating a complete customer profile which can then be used to create targeted communications. Using diverse data sets allows inQuba to gain a better understanding of the customer and therefore what communications they would find relevant, further decreasing communication and acquisition costs whilst potentially increasing profits through acquisitions and retentions – a key objective for the WesBank campaign.

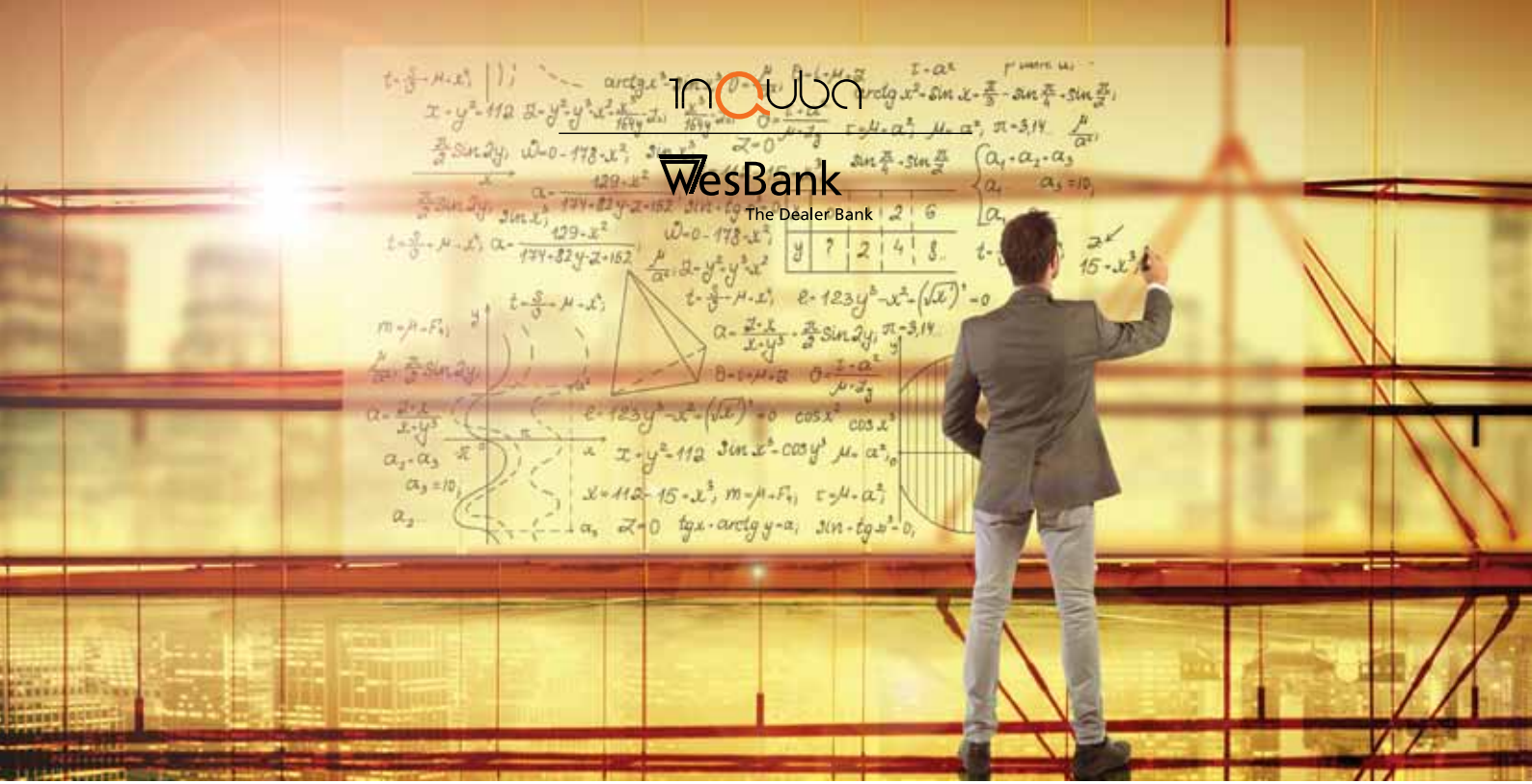
inQuba's big data analytics create a sustainable competitive advantage for its customers by understanding and catering to their specific needs. inQuba

has created targeted communication campaigns for WesBank based on predictive analytic models constructed by the inQuba analytics teams that have revolutionised the way in which WesBank thinks about its customers.

WesBank's communication campaigns are highly personalised, making an accurate and complete understanding of its customers essential. The targeted campaigns have allowed WesBank to increase its call center effectiveness as inQuba's predictive analytics were able to calculate, with a high level of accuracy, what customers were more likely to buy the WesBank product, meaning the call centres focus their effort on higher quality leads.

inQuba's Campaign Management Solution has created a sustainable and revolutionary platform where communications are targeted, personalised and relevant to the customer. inQuba's innovative approach to direct marketing has enabled WesBank to decrease costs whilst increasing sales through its personalised communications. inQuba has enabled WesBank to actively engage with its customers in a two-way dialogue. inQuba has provided WesBank with quantified measurements and results which have been direct contributors to WesBank's Customer Engagement Strategy.

*By introducing targeted communication campaigns, WesBank has been, not only able to increase acquisition and retention, but it has been able to significantly reduce the cost of acquisition*



## CONCLUSION

*WesBank commissioned inQuba to develop an end-to-end solution that would enable it to build and manage any communication or marketing campaign*

WesBank required a system that would integrate with its existing systems allowing it to improve its customer engagement. WesBank is now actively engaged in two-way dialogues with its customers, and invested in its campaigns improving both customer engagement and satisfaction. inQuba has created a platform with which it can create and maintain meaningful relationships with its customers. With every successful inQuba campaign rollout, customer experiences will improve, customer engagement with the bank will increase and ultimately overall customer satisfaction will soar.



Seeing their future has never been this easy.

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