demandlab

Orchestrated Nurture Boosts Conversions and Upsells

When an asset-rental company launched a multi-channel, automated nurture, it transformed both the customer experience and their revenue potential.

INDUSTRY

Consumer asset-rentals

SOLUTION

Martech Execution >

HIGHLIGHTS

DemandLab's martech services enabled this client to:

Turn a transaction into a **long-term relationship**

Increase reservation rates **by 11%**

Significantly increase upsell revenue for moving supplies

This asset rental company serves both B2B and B2C customers across North America. Its consumer offerings include vehicle rentals and supplies.

Challenge

While the company used Salesforce to keep detailed customer records and deliver highly personalized services to its B2B customers, it didn't maintain a database for its B2C customers. Consumers who reserved a rental vehicle received a confirmation email and no further support or communication outside of updates about their reservation. As a result, the company was losing revenue due to cancellations and no-shows, and it was also missing an opportunity to earn additional revenue by promoting offers for supplies and insurance. Most importantly, the company had no way of nurturing a long-term relationship and earning the customer's loyalty and repeat business.

The company needed a Marketo architecture that would enable them to collect and use rich customer data to build engaging, supportive customer journeys, and orchestration that coordinated the email nurture with offline channels such as the call center and in-person counter service.

This asset-rental company needed Marketo to collect rich data on customer behaviors and use it to build engaging, supportive customer journeys.

Approach

DemandLab worked closely with the company's technical and marketing teams to build the Marketo architecture and orchestration needed to strengthen the customer journey.

Strategy

The redesigned system now supports a multi-touch nurture that delivers helpful packing and moving tips along with offers for additional insurance and supplies that are tailored to each customer's unique needs.

The nurture cadence dynamically adjusts based on the rental date, condensing the information in a single email if it falls within 72 hours and delivering it in a multi-touch drip if it's weeks or months in the future. It also re-adjusts to accommodate changes in pick-up dates, cancellations, and high-frequency rental activities. The day after the move, the customer receives a thank-you email and a discount coupon for their next rental.

Orchestrating the experience

The system also orchestrates three customer touchpoints—in-person counter service, a call center, and email—to deliver a frictionless customer experience. DemandLab helped the company build a system that coordinates all three channels, ensuring that each progressive touch in the journey integrates seamlessly. For example, if a customer reserves a rental online, then orders insurance by phone, the system automatically registers this information and adjusts the email nurture to eliminate insurance offers.

RESULT

The results generated by this coordinated and highly responsive system are impressive: the company has increased reservations by 11% and dramatically increased complementary sales of insurance and supplies. In fact, the email nurture is projected to bring in approximately $1 million in additional upsell revenue per year.

The system has also enabled this asset-rental company to build a 360-degree view of the customer that can be used to re-engage customers and earn repeat business. It is now looking at building reactivation nurtures that target its most high-potential customer segments.

Once limited to a purely transactional exchange, the company can now support a highly personalized, multi-channel, multi-touch experience that generates greater value to the customer and more revenue for the organization