



# Giving a leading global health products manufacturer better control of its marketing outcomes.

## **Operate** | Consumer Engagement & Marketing

### **The challenge**

The client is one of the world's leading manufacturers of breakthrough health products. It has been serving customers for more than 100 years globally.

Due to the ever-changing and highly competitive market forces, the client wanted to consolidate, innovate, and optimize its existing data, technology, and marketing processes to drive faster and more predictable outcomes. They wanted to become more customer-centric, to deploy campaigns with enhanced personalization, and increase the profitability of their

existing customer base. To achieve this, the client needed support with marketing and customer engagement—including their loyalty program.

### **Our solution**

We defined areas of focus, identified contributors to exceptional customer service, and determined a strategic roadmap to jointly execute. We then devised and delivered on a three-year action plan that required the ongoing guidance and know-how of our **Consumer Engagement & Marketing Operate team**.

Our solution is comprised of a new proprietary customer data platform and portal, data strategy, and process definition drawing on experience-based insights. The solution aimed to build brand awareness; acquire new members/patients; manage CRM programs and communications to build retention and loyalty; and drive e-commerce sales – all while tracking KPIs to optimize for further recommendations.

# Client saw a 45% year over year increase in member acquisition for their loyalty program

## The outcomes

### Improved customer targeting

- Direct to customer targeting through bespoke audience definition.
- This lowered marketing costs, and advanced campaign performance, all while enhancing and personalizing campaign user experience.

### Increased customer loyalty

- One of the client's brands saw a 45% year-on-year increase in net loyalty program registrations from 2020 to 2021.
- Loyalty program participation increased over 15%.

### Contributed to enhanced sales

- Solution directly influenced and contributed to more than 30% of retail sales within the program scope.

## What we can do for your business

- Strengthen your existing marketing programs through strategic advice, cross-industry and domain experience and using leading marketing tech stack.
- Answer key business questions about strategic planning and tactics; and advise, implement and operate programs to help enhance marketing and customer engagement performance and increase brand loyalty.
- Support future marketing and customer engagement planning by tapping into the latest industry news and trends to develop forecasts.

## Embed continuous advantage Operate with Deloitte

Move beyond conventional outsourcing models and into an environment where you operate with agility and control.

From cybersecurity and tax compliance to custom application creation, our unique portfolio of Operate services allow you to perform and innovate continuously, accelerate growth, and manage risk with confidence.

Organizations are looking to grow and innovate. Disruptive new technologies are both making and breaking them. With sought-after skills often scarce and evolving legal and regulatory environments often challenging, it's hard to keep up, let alone respond to the pace of change that's reshaping business today.

Deloitte offers you a new way to embed a continuous advantage: by delivering the right combination of hard-to-source domain and industry talent, technology, and transformation know-how where they're needed most. Even as your needs change.

## Contacts



### Erick Vandeweghe

Operate Managing Partner  
evandeweghe@deloitte.ca



### Patrick Lamb

Operate Sales Leader  
plamb@deloitte.ca

[deloitte.ca/operate](https://deloitte.ca/operate)

