

PhoneAndPhone.com has chosen Cabestan technologies for the industrialisation of its customer relations via email.

Leader in subscription and subscription-free mobile telephony solutions for all operators and a European specialist in mobile phone sales via Internet, Phone And Phone is looking to industrialise its communication via email using Cabestan's campaign management mechanism.

The challenge for this leading mobile phone specialist is to heighten familiarity with the brand among its contacts and to maintain the already acknowledged excellence of its customer services. Thanks to the advanced automation, personalisation, segmentation and synchronisation flow tools, France's number one in mobile phone sales via Internet can be sure that it has opted for a robust platform.

Phone and Phone has also put its faith in the Deliverability expertise of Cabestan to maintain the perfect integrity of its database, as yet unexploited for its partners' subscription campaigns.

Phone and Phone has chosen to use the Cabestan platform for:

- Personalising and segmenting its communication according to customer needs and preferences
- Implementing a transactional emails program
- Automatically managing basket abandonment
- Implementing the viral marketing program
- Facilitating cross selling via the purchase log
- Animating its online customer relations in general

The quality of the services, the availability and advice of the customer representatives and the possibilities offered by the platform in terms of multichannel campaign management are the decisive factors that won over the management of Phone and Phone.

"Cabestan has always innovated in order to propose to its clients solutions that address a marketing scene in flux and customer individualisation that is now de rigueur. Today, the classic campaign is tending to disappear in favour of several small, automated and individualised campaigns. This is why we have chosen Cabestan, the only platform that ships all the functionalities required for the thorough implementation of efficient e-marketing strategies."

Agnès Le Feuvre, Marketing Manager, PhoneAndPhone.com

ABOUT CABESTAN

For 10 years, Cabestan has been helping major corporations with the definition, management and optimisation of their customer relations via email and with setting up a unified and consolidated vision of their multichannel customer data. Hosting and management of relational data, scripting of email programs, process automation, dynamic content module, real-time distribution of campaigns, reporting and analysis of campaign feedback: the platform is scalable and offers seamless integration of the features that will address all future direct marketing requirements. Some of the best-performing e-marketing companies are users of Cabestan solutions: GDF Suez, Kiabi, Toys'r'us, Symantec, Europcar, M6 Boutique, Yves Rocher, Estée Lauder Companies Group, Thomas Cook, SNCF TER, General Electric, etc.

MEDIA CONTACT: Marion Bajoux
Email: bajoux@pro.cabestan.com