

# AUTOMATION OF CUSTOMER RELATIONS VIA EMAIL



with



[www.m6boutique.com](http://www.m6boutique.com)

*“There is a real sense of the commitment of the team to the progress of the Web projects. The advice received, whether technical, operational or business-oriented, have helped ensure the success of the operations. It is this wide skills base that makes Cabestan such an excellent partner.”*

Linda Aubert  
Web Manager – M6 Boutique



## OBJECTIVES

- ➔ Establishing a one-to-one dialogue with the customer
- ➔ Automating the loyalty mechanisms
- ➔ Generating a maximum of orders
- ➔ Measuring the ROI



## ABOUT ...

M6 Boutique, the number-one telesales outlet in France, is a multi-channel distribution brand, with a presence every morning in the "M6 Boutique" TV slot, as well as in catalogue, website and store.

M6 Boutique stands for:

- 1 million hosted contacts
- 20 million emails sent out per month

Since 2002, M6 Boutique has seen the growth of the Internet mirrored in its increasing online revenues, via the email channel deployed using Cabestan solutions.



## MECHANISM

### Customer data synchronisation for precision intelligence

In 2004, Cabestan developed an interface between the customer management information system of M6 Boutique and Cabestan's own information system. The setting up of the dataflow between the two enables the synchronisation of the customer and partner databases and the automatic transmission of targets for automated campaigns.

### Automated and triggered campaigns for interactive communication

- ➔ Management of welcome emails
- ➔ "Basket abandonment" emails
- ➔ Dynamic content management: automatic and daily content transmission
- ➔ Loyalty campaigns: birthdays, public festivals, customer satisfaction questionnaires
- ➔ Reactivation campaigns for inactive customers: follow-ups at 3 months, 6 months or 9 months
- ➔ "TV testimonial" alerts triggered for the attention of the M6 Boutique team.

### IP address management / Deliverability control

Cabestan has put in place a stable technical configuration for M6 Boutique designed to ensure trouble-free deliverability for emails.

M6 Boutique has six dedicated IP addresses and six delegated subdomains.



Reactivation email sent to customers following six months of inactivity in the M6 Boutique. 15% discount offered.