



Case Study:



Project: To create a marketing toolkit for 350 NFU offices nationwide.



1 The Objective

With a 90% satisfaction rate amongst its customers, NFU Mutual wanted to utilise its network of 350 offices to cross sell products, and build additional sales within local areas.

2 The Solution

By implementing an iDink system, with bespoke access to all branches, each local office could select existing customers from their existing customer file, as well as select local potential new customers from the 26 million lifestyle records available from the technology.

Through a wide range of differing templates, allowing the data to drive variable imagery, local NFU offices can target customers with offers and products directly relevant to them.

3 The Result

The initial pilot test of 65 branches has proved very successful, with Direct Mail achieving up to 8% response rates.

The phased roll out is expected to be complete by the end of 2011, with all branches being trained and operational by this point.

