

Transforming Customer Engagement with Salesforce Marketing Cloud

Client **Overview**

The client is a public transport services company operating in Australia, the Channel Islands nations of Guernsey and Jersey, and Singapore. Known for their comprehensive network, the company places a strong emphasis on reliability and customer satisfaction.

Problem Statement

The client faced challenges in effectively engaging with their customers and delivering personalized communication. Their existing marketing efforts were fragmented and lacked the cohesion needed to effectively reach and satisfy their diverse customer base across multiple regions. The need to enhance customer engagement through streamlined marketing efforts and personalized communication strategies became critical to maintaining their reputation for reliability and customer satisfaction.



Solution

The client selected MOURI Tech for their expertise in implementing Salesforce Marketing Cloud solutions and their proven track record of successfully transforming marketing processes. MOURI Tech's deep understanding of customer engagement strategies and their ability to deliver personalized, data-driven marketing solutions made them the ideal partner for this project.

MOURI Tech transformed the client's marketing processes by implementing **Salesforce Marketing Cloud** solutions across various stages of customer interaction. Business units were established to organize marketing operations, ensuring streamlined and efficient workflows. Key configurations were made for optimal email delivery, including the setup of sender profiles, delivery profiles, and send classifications.

We developed and managed data extensions for different customer engagement phases, including Pre-Travel, Post Travel, Welcome, and Re-Engagement. Automated processes were created to ensure timely and relevant communication, enhancing customer engagement and satisfaction. Customized customer journeys were designed to provide a personalized and cohesive experience for each customer.

To maintain consistency and personalization, master templates and emails were crafted for each type of communication. Additionally, keys for the preference center were established, allowing for effective management of customer preferences. This comprehensive approach ensured that the client's marketing operations were optimized, delivering superior customer experience and fostering stronger engagement.

Business Outcomes

- Business unit creation and effective management of sender and delivery profiles ensured efficient marketing operations.
- Personalized communication strategies increased customer satisfaction and engagement.
- Single platform for managing cross-channel marketing campaigns.

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