

CUSTOMER ACQUISITION AND RETENTION ENGINE RELATIONSHIP MARKETING

The Customer Acquisition and Retention Engine (CARE) Relationship Marketing (RM) team was formed within the Technical Audience Global Marketing (TAGM) group at Microsoft® to be a lead generation source, as well as a customer acquisition and retention engine for the IT Professional and the Developer audiences through the TechNet Evaluation Center and MSDN Evaluation Center.

BUSINESS CHALLENGE

The CARE team works with over 24 product groups at Microsoft to deliver the latest beta and trial versions of Microsoft products and services relevant to IT Professionals and Developers.

The ongoing challenge for CARE is to continue to drive greater customer reach and increase customer satisfaction with the IT Professional and Developer audience.

To ensure customers have a positive experience evaluating Microsoft products in the CARE program the CARE team developed the RM team. This team partners with business groups to produce trial web pages and emails for 20-30 launches each year. In total, the CARE team is responsible for maintaining content over 1,250 pages in 11 different languages.

SOLUTION

Based on previous experience working with Exsilio and a solid proposal, the CARE team hired Exsilio to manage the RM team.

In addition to maintaining and producing new product pages for the TechNet and MSDN trial experiences, the RM team implemented a consistent and predictable process for registering and downloading evaluations. The trial experience delivers strategically-timed emails to customers to provide access to audience-specific resources, positively impacting their experience.

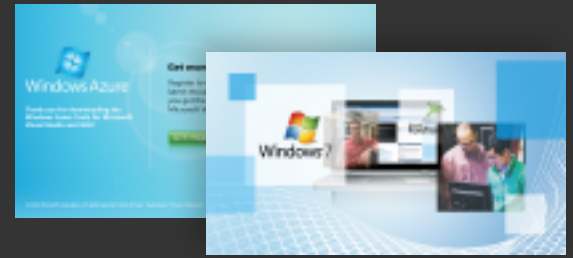
Exsilio works with a handful of other vendors, for each new product trial launch, which includes daily interaction with other teams responsible for translation, production, and analytics.

To improve efficiency and accuracy, Exsilio proposed and helped to implement more efficient processes with their fellow vendors, resulting in more streamlined workflows and greater ease in managing the large number of product resource pages and emails.

“Our experience working with the marketing team from Exsilio has been rewarding.”

John Helmon, Director, Microsoft

Exsilio's creative solutions deliver a rich aesthetic that maps to your brand. Effective creative work tells your story while engaging customers to purchase, use, and evangelize your product.



RESULTS

Customer satisfaction (NSAT) is rated through a yearly ComScore satisfaction survey, and other customer data is collected through emails and website analytics tools:

- ➔ The NSAT for the CARE experience is 148, an increase of nearly 6 points over previous surveys.
- ➔ TechNet Customers are more satisfied with Microsoft as a whole, based on their positive experience with the TechNet subscription experience; 60% of customers in 2010 are more satisfied, 4% higher than 2009.
- ➔ 87% of customers would recommend the CARE product evaluation experience to others.
- ➔ Over 8.2 million customer registrations and 29 million emails distributed worldwide in 2010.

The program continues to thrive with support from product group stakeholders, and the CARE RM team continues to deliver valuable content that provides customers with a premiere software evaluation experience.

SOLUTION DETAILS

Solution Timeline:
Ongoing

Exsilio Services Leveraged:

- Campaign Management
- Project Management
- Marketing Services
- Creative Services
- Analytics and Reporting

Benefits:

- Increased Customer Satisfaction
- Increased Email Engagements
- Increased Registrations

Websites:

<http://technet.microsoft.com/evalcenter>
<http://msdn.microsoft.com/evalcenter>

Client:

Technical Audience Global Marketing Group, Microsoft

Location:

Redmond, WA

Exsilio Solutions is a full service marketing and technology partner. Whether your business needs a marketing, software development or creative solution, our team adapts to your goals and objectives. We're proud to have built a strong reputation as a true partner; we approach each project as part of a larger client relationship, one which fosters growth and success.

Visit Exsilio.com to learn more about our services.

Hear directly from our teams—check out the Exsilio blog. Exsilio.com/blog

Contact us today to talk about your company's needs. info@exsilio.com

