



Banking Direct Marketing BVC Suite

Until today, banks have bought marketing & campaign management software and tools and then spent years and millions of dollars building the marketing content, IP & processes before they could create real business value.

Now with Frog Analytics' Business Value Configurators (BVCs), off-the-shelf business solutions and campaigns are pre-built into your marketing & campaign management tools.

Expert services have been built across a wide variety of campaign management software tools that allow companies to greatly increase speed to market, reduce business risk and leverage world's best practice from the day the software is live and into production.

Frog Analytics has developed a new way of developing and running your direct marketing program with the deployment of business expert services and content in parallel to your campaign management software installation.

Our BVCs offer you an easy way to access worldwide best practice in marketing and campaign management, both inbound and outbound. Whether you are responsible for marketing planning, campaign design, managing campaigns for a specific customer segment, customer selection or

campaign collateral, you can now have all the business content, campaign management processes, pre-built campaigns and campaign delivery processes on day one, not a few months or years after your software is live.

Leap Ahead of your competitors. Reduce your time to market, implementation risk, skill shortage and costs by bringing together campaign management technology and Business Content in one step. Frog Analytics' Business Value Configurators (BVCs) bring together software deployment and business content. They will provide your IT and business people with all they need to manage your direct marketing business better than your competitors.

Features Highlights

- Pre-built events & marketing campaigns
- Turnkey campaign management solution for your company
- Pre-built Marketing Collateral
- Campaign delivery and campaign management business processes and tools
- Running on your existing campaign management architecture

Marketing and Campaign Management		
Frog Analytics	<ul style="list-style-type: none"> • Marketing Strategy • Segmentation • Marketing Process • Contact Management • Campaign Development 	<ul style="list-style-type: none"> • Pre-built marketing campaign suites • Pre-built Events • Customer base analysis and segmentation • Opportunity identification • Database and Event based marketing processes
Campaign Management	<ul style="list-style-type: none"> • TCRM/CM3/RO • UNICA • Siebel Marketing • SAS • Whitebox Analytics 	<ul style="list-style-type: none"> • Campaign definition, development and delivery • SQL for campaigns and customer events • Sales & Service Call centre scripts • Campaign creative
Hardware	HP, SUN, Teradata, Netezza, IBM	

Avoid years of trial and error. Go Live. Do Business. "LEAP AHEAD".



Marketing Planning and Management

- Marketing activity mix
- Campaign development process
- Direct marketing execution process
- Global customer eligibility / exclusion
- Operational campaign management processes

Campaign Development

- Analysis
- Cell design
- Control groups
- Customer eligibility / exclusion
- Lead and list delivery
- SQL & models to target customers
- Campaign configuration

Campaign Collateral

- Campaign creative (posters, news papers ads, radio ads)
- Contact centre & banker scripts
- Sales training methods & techniques
- Campaign communication for contact centre & bankers

Channel Optimisation

- Analysis
- Multi-step, multi-channel campaign flows
- Leveraging email and the web
- Using low cost channels to gauge customer interest

Prebuilt campaigns & events

- Prebuilt campaigns for acquisition, targeted cross sell, retention, banking review, product utilisation & servicing
- Prebuilt Event campaigns

Inbound Marketing

- Prebuilt inbound campaigns and next best offers
- Integration between inbound & outbound customer communications
- Real-time decisioning, prioritisation & bundling of offer
- Integration with operational systems (call centre, internet banking & ATMs)

Measuring Results

- Post Implementation Review templates
- Matching objectives with outcomes
- Do stop, modify or extend campaigns
- Continuous learning initiatives

People and sales management

- Sales processes
- Call centre & banker sales training
- Campaign management tools training
- Leadership programs