

CASE STUDY



Generating conversations with retail executives

RedPrairie has long been a leader in software and support solutions that align inventory, transportation and people to make sure goods reach the right place at the right time. Last year they made a substantial improvement to their offering for the retail industry, becoming the first to offer a complete retail platform and Store Forecast system—meaning retailers could now consistently deliver the right product to the right customer, every time, at every store.

The challenge: RedPrairie wasn't well known in the retail space. And they faced a formidable audience of high-level executives at the biggest retailers in the U.S. They needed a clever approach to catch the attention of these executives and generate conversations.

Their ultimate objectives were twofold:

1. Generate meetings among their top 200 prospects, ideally happening at the key industry trade show called NRF (January 2011)
2. Generate conversations with 3,500 other retail executives prior to NRF

More specifically, the communications were needed to accomplish the following:

- Introduce their ability to help retailers deliver their “ultimate customer experience”
- Reinforce RedPrairie’s position as a forward-thinking leader in “real world” workforce management, store execution and inventory management down to the in-store level
- Introduce Store Forecast as the only planning and decision system that connects all the demand-based components of the customer experience
- Build awareness of increasingly fragile customer loyalty and their propensity to go viral with any dissatisfaction
 - Encourage retail executives to question their current business practices and ability to never lose a customer opportunity due to an avoidable mishap



Hooking them with a visionary idea

Retail executives are a highly accomplished, driven group of people, who are company leaders in their respective areas. Their work touches the lives of customers every day.

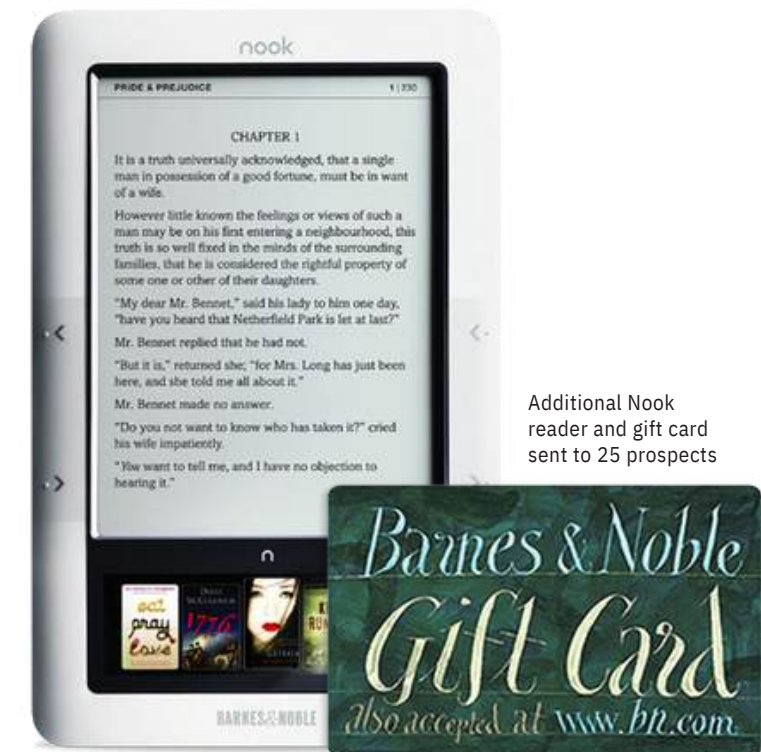
Based on this insight, our big idea—Retail Visionary—set out to applaud each individual for having the vision to use RedPrairie’s retail platform and Store Forecast to take their retail chain to the next level. Told from the perspective of both customers and employees, we wanted to appeal to them by tapping into their passion for success and their desire to create a retail legacy.

We developed one-to-one communications programs to reach our two segments. For the top 200, we developed a dimensional mailer that consisted of a framed mosaic portrait of each of RedPrairie’s 200 top prospects, along with a professional letter. Each of these mailers were sent in a FedEx box to get past the various gatekeepers, but also to allow RedPrairie’s sales force to know exactly when the package would arrive so that they could follow up. RedPrairie mailed fifty per week over the course of a month so that sales follow-up calls could be immediate.

The top 25 prospects also received a Nook e-reader with various RedPrairie white papers and recommended retail insight books to download with a provided Barnes and Noble gift card.



Mosaics were made with photos from each prospect’s industry



Additional Nook reader and gift card sent to 25 prospects

We engaged the remaining 3,500 prospects with a series of personalized postcards over the course of a month, driving to a personalized landing page offering a white paper series called “Retail Realities” in two installments.

Despite the campaign happening in December (one of the busiest retail times of the year), two meetings were set among the top 200 (1% response). Anecdotally, the inside sales representative making calls said the follow-up weeks were her “best weeks of the year,” and the people she reached were delighted with what they had received.

<FNAME>, wouldn't it be great if all of your stores could make everyone happy?

The RedPrairie Retail Platform and Store Forecast helps you ensure that your customers receive the attention they demand, the products they seek, and the retail experience they expect. That's why we're proud to bring you the Retail Realities Series. After all, sometimes a story is all it takes for your colleagues to "get it."

Free download—first tale in the Retail Realities Series

"Delivering a Great Customer Experience While Managing Costs"

Learn how you can lower costs by 4-6%, boost top line revenue 2-3%, and significantly improve customer loyalty—all through scenarios that your customers face every day. Get the story. See the solution. Go to [<PURL>](#)

Check us out at booth #2139 at NRF 2011.

<FNAME>, you're my hero! Because of you, my customers think I'm the best!

<FNAME>, you never miss a beat! Our orders arrive right on time—like magic! Pretty soon we'll start calling you Merlin.

How do you do it, **<FNAME>**? We get our stock exactly when we need it.

<FNAME>, imagine if every single text, tweet or email you receive were positive.

The RedPrairie Retail Platform and Store Forecast helps you ensure that your customers receive the attention they demand, the products they seek, and the retail experience they expect. That's why we're proud to bring you the Retail Realities Series. After all, sometimes a story is all it takes for your colleagues to "get it."

Free download—second tale in the Retail Realities Series

"Solving the Out-of-Stock Problem in Just a Few Simple Steps"

Learn how you can easily reduce out of stocks by up to 30% every day, enhance customer loyalty, and boost revenue by 3-5% every time you run an in-store promotion! Get the story. See the solution. Go to [<PURL>](#)

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Direct mail postcards

RedPrairie > The Retail Realities Series > A Great Customer Experience Doesn't Need to Break the Bank 3

Retail Realities

A Great Customer Experience Doesn't Need to Break the Bank

How an optimized customer experience accelerated ROI and helped one Dad get the right present under the tree.

THE HOTTEST TOY ON THE COIDEST OF NIGHTS

Consumers come in all shapes and sizes and each has his or her own agenda, needs and stress points. Take Troy, your typical Dad, out and about in the middle of the night on Christmas Eve.

Troy, 42, is married to Helen, 38. The couple has two young boys, who, as young boys do, always get particularly excited for Christmas morning. Troy prides himself on giving his sons the ability to brag about their gifts when they're back in school after winter break – it brings a smile to his face each year at his kids' Open House when other parents jokingly mock the amount he spends. So imagine Troy's reaction when he realizes on Christmas Eve – at 9 p.m. – that he's forgotten the video game controller his older son asked for by name.

Forecasting

Store Forecast ensures the year's hottest toy will still be there

RedPrairie takes demand at its purest form, point of sale data, and uses it to create an accurate forecast plan that takes into account seasonal trends, such as hot toys at Christmas, and adjusts the plan to make sure the right products are at the store when your customers want them.

By using point of sale data, as opposed to shipment data, forecast accuracy can improve by up to 30%

A more accurate forecast means less cash is tied up in unnecessary inventory, and more timely replenishments mean fewer stock-outs at the store. RedPrairie's Store Forecast is the only forecast engine architected to handle store-level volumes.

That one hot toy... It happens every Christmas – despite a myriad of options, there's one toy that every kid wants. This year, it's a video game controller that allows the player to control the action with motion, instead of buttons. It was this item that Troy originally hoped to pick up when he did the bulk of his Christmas shopping on Black Friday. But amid the hustle and bustle of the holidays, Troy found himself buying a whole host of other gifts that looked great, but his sons hadn't requested. The week before Christmas, Helen asked Troy whether he had picked up the controller – the one their son had asked for. He hadn't, but vowed to pick one up by Christmas Eve. Troy hates the "I told you so" look his wife gives him almost as much as he loves buying presents for his kids. So as he left the house whispering "I promise I'll find one," he wasn't actually sure whether he'd come back with the gift in hand. In fact, he was pretty certain he wouldn't.

"There's no way I'm ever going to find it," Troy muttered to himself as he pulled on his coat and climbed into his car. "It was the one gift I had to remember, and at this point, every one in the state is going to be under other trees besides mine."

White papers engaged readers with narrative stories that shared the benefit of Red Prairie's store forecast

<FNAME>, imagine if every single text, tweet or email you receive were positive.

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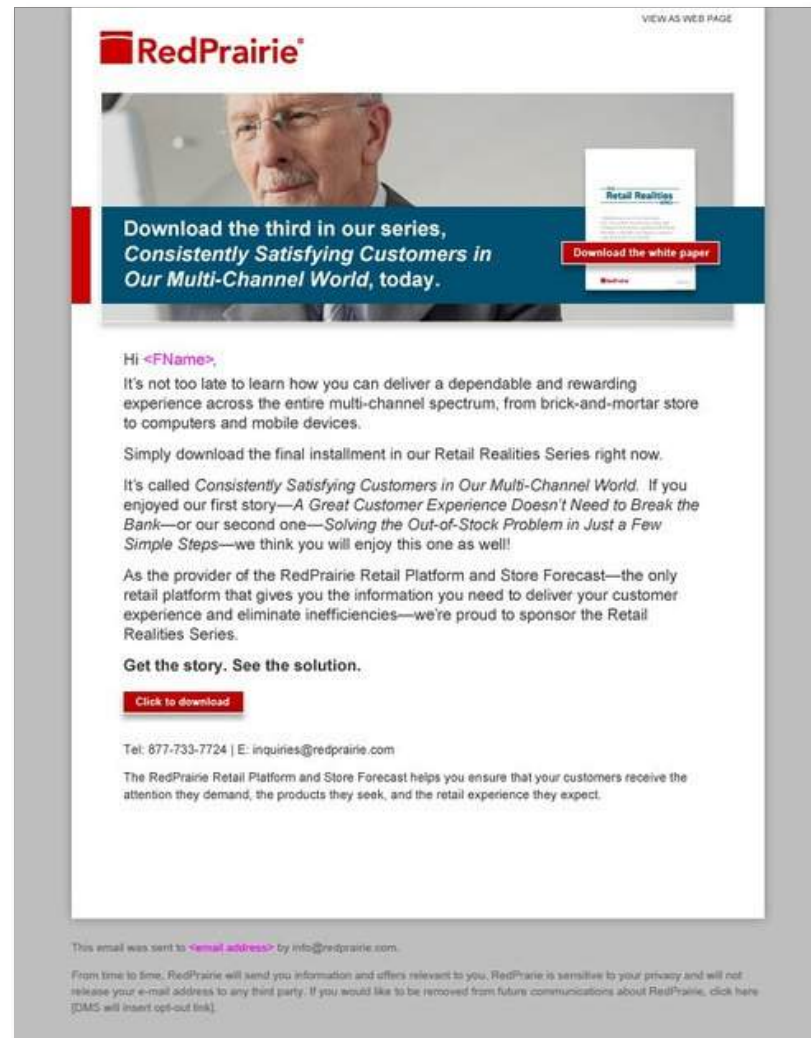
It's as if you can read my mind. <FNAME>, your stores always seem to have what I want. How do you do it?

Way to go, <FNAME>. Your stores are really the best. I can always find what I need!

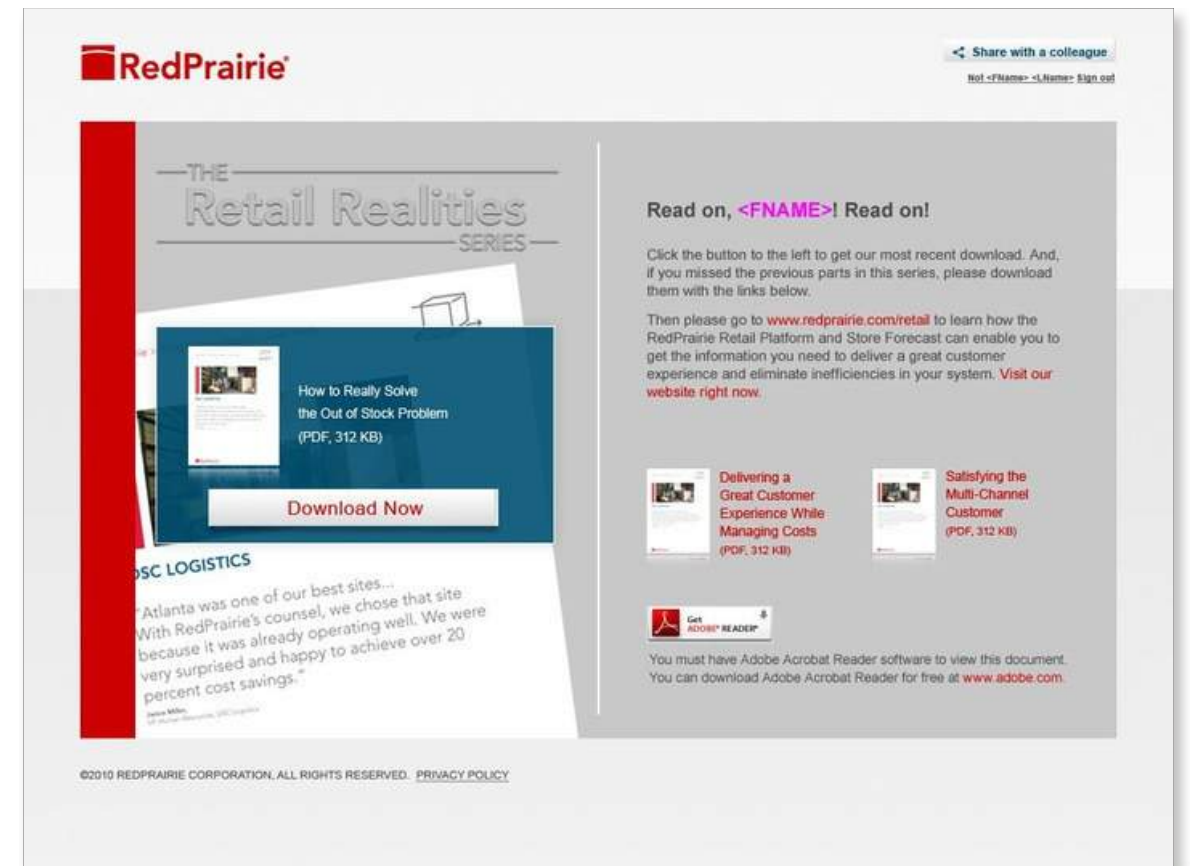
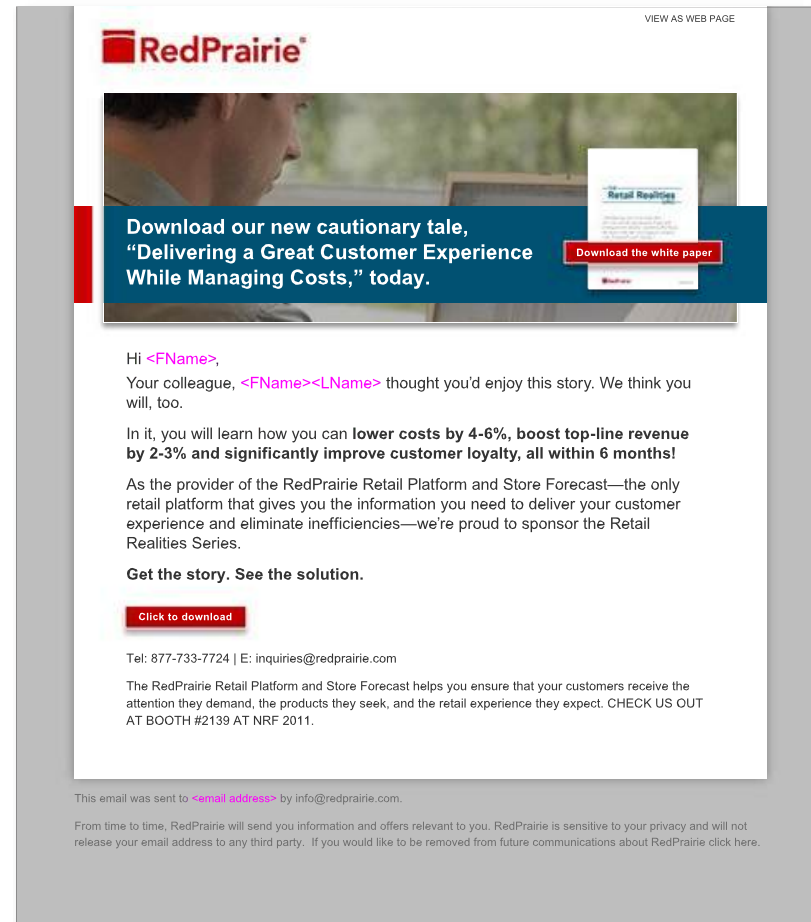
I love your stores, <FNAME>! It's like you know what I want—when I want it.

Way to go, <FNAME>. Your stores are really the best. I can always find what I need!

The tier-two audience of 3,500 also got the message, accounting for 119 website visitors (3.4%), with 14 using their PURLs.



HTML emails



Personalized landing page