

Client



Company:
totesport

Website:
www.totesport.com

Headquarters:
Wigan, UK

Industry:
Gaming

Size:
Over 4,000 employees

Solution:
Alterian Intergrated Marketing Platform & Alterian Connect

Results:
Functionality to access up to date information on over 71 million transactions on a daily basis allowing intelligent marketing to retain current traditional customers and expanding beyond them.

"Alterian opens up new marketing channels and results in an enriched customer database."

Neil Baker
CRM Manager

Alterian puts totesport ahead of the game

Understanding their customers' behavior and reacting on this knowledge is seen as a key element of success.

The solution allows for daily updates on over tens of millions of transactions and has created a platform for intelligent marketing.

The tote is one of the principal betting organisations in the United Kingdom, with more than 4,000 employees, over 540 shops, a major presence on all racecourses in Britain, and both internet and telephone betting facilities.

The tote's flagship brand "totesport" refers to their fixed odds racing and sports betting services via shops, racecourses, telephone and internet.

Given the tote's unique commitment to British Racing, they are the only operator licensed to run 'pool-betting' under their "totepool" brand, when all bets are combined and payouts depend on how many backed the winner.

Over 74 million bets are placed through totesport every year, with all of its profits reinvested into racing. But with privatisation looming, the organisation will have to change rapidly to meet the potential challenges ahead. Understanding their customers' behavior and reacting on this knowledge is seen as a key element to success.

The Challenge

"Totesport used a customer database, but with limited customer data they were not an information-rich business. The tendency was to rely on transactional history only, resulting in marketing campaigns with a 'one size fits all' feel." Neil Baker, CRM and Insight Manager of totesport comments "the database was used mainly for management information, our challenge was extending its uses to maximise the benefit and efficiency of our CRM programme."

The Solution

To achieve these objectives totesport selected the Alterian platform as an integrated marketing suite to deliver the required data visualisation, customer analysis, campaign management and campaign effectiveness analysis. The solution was delivered to totesport via Alterian Connect – a hosted service, running through Citrix and deployable over the Internet.

Accessing the Alterian Integrated Marketing Platform via Alterian Connect meant that there was no need to deploy software on the totesport site, making access and management easy from any Internet connected computer. Alterian Connect also handles software upgrades as soon as they are released from Alterian Research and Development.

"Using the database via the Internet has made it much more accessible," said Baker. "We quickly developed analysis for measuring response to our campaigns and monitoring our performance against KPIs (Key

Performance Indicators)."

Data is extracted every day from totesport's operational systems and FTPd over to a secure server at Alterian Connect offices in Newbury, UK. This data contains individual and transactional information on totesport's telephone and Internet customers.

As soon as the data arrives an automated process starts. On a weekly basis the data is loaded into Alterian, consolidated, de-duped and a series of analytical fields are created. The fresh data, with information on over 71 million bets, is available for totesport to use initially every Tuesday morning. During peak periods of demand, such as the Cheltenham Festival and the World Cup, totesport has requested more regular processing of data, adding greater flexibility to the solution.

The Benefits

The specific benefits to totesport were apparent soon after the first implementation of Alterian. "We are now able to segment our customer base effectively by both value and interests" said Baker, "Alterian delivers a robust system that allows us to take a more scientific approach to our marketing, which is beginning to show a real return on our investment."

Understanding their customers more accurately, and being able to clearly measure their marketing activities has also improved totesport's ability to cross-sell and up-sell to their customers.

The Future

As both new and existing channels are developed, totesport will extract transactional data from them to ameliorate their customer database.

EPOS data from totesport's high street shops and race-course outlets will be one of the first feeds to be added to the database. Marketing through multiple channels is already working well for totesport, the organisation believes that intelligent marketing will help to retain its traditional customers and also expand beyond them.

In addition, pending implementation of a new operational database, totesport will also be combining their telephone and online accounts, which will further increase their ability to form a comprehensive single customer view.

"The betting sector has not traditionally been at the leading edge in offering more to its customers", Baker comments. "But with Alterian in place, it opens up new opportunities to us."

Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through Alterian's industry leading tools, such as the Alterian Messenger email platform, and the award winning Alterian Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage.

For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com

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