



Lenati Case Study: Global Software Organization



Engaging Customers with Targeted Online Content

Business Challenge

A global software company with millions of customers worldwide had a limited database of customers that had opted in to receive communications about one of the company's core application suites.

With a product launch on the horizon, the company wanted to create a database of engaged customers that were getting the most out of the current product version and also would be receptive to future product upgrades and cross-sells.

The Solution

To maximize scalability and efficiencies, the Lenati consultant used the company's internal registration and email delivery tools to launch the worldwide communications program. Partnering with the local marketing managers, the consultant created communications that were tailored to the specific country's language and content.

"The biggest challenge was providing a standard global framework that also allowed for local messaging and content," the Lenati consultant shared. "We developed a process that allowed the local marketing managers to translate each communication within a set structure. This created buy-in from the subsidiary while still maintaining program efficiencies."

The communications include 4 welcome emails, a monthly newsletter, and quarterly follow-ups. The content is targeted based on which version of the product the customer uses and other attributes the customer chooses during registrations. Links in the communications send the customer back to the company's product Web site.

To create demand for the program, the consultant helped the local marketing manager create text links and banner ads on their local sites to drive registrations.

The Results

The customer lifecycle program currently has more than 1 million registrants worldwide in the United States, Canada, the United Kingdom, the Netherlands, France, and Australia with plans underway to launch throughout the world.

About Lenati

Lenati is a professional services firm offering strategic methods for clients to have meaningful connection with their customers in order to elevate performance, revenue, and market share. Lenati offers a variety of solutions to help companies effectively develop products and experiences that are valuable to their customers. Based in the Pacific Northwest, Lenati is well-known for intellectual rigor, practiced expertise, and an uncanny ability to perceive and meet clients' needs.