



CATEGORY 20

BEST STRATEGIC USE OF DATA ANALYTICS / CRM APPLICATIONS

ENTRY FORM

SUMMARY:

This award will be awarded to the brand that demonstrates positive results, clearly derived from the insightful use of customer data and the application in CRM. In addition, demonstration of effective targeting and modelling, profitable customer segmentation and deep analytical grasp of consumer attitudes and behaviours will be assessed.

Please ensure your entries address the below criteria:

1. Showcase your strategic data strategy across the organisation and how this converts to results e.g. ROI incremental performance (not just absolute results)
2. Short-term campaign effectiveness: proven cross-sell / up-sell supported by incremental results (versus control groups)
3. What is your long-term customer-centricity approach and use of strategic segmentation?
4. Proven retention versus industry best practice

AGENCY SUBMISSIONS (On behalf of clients)

If you are an agency and entering the awards on behalf of your client, you will need permission and sign-off from your client to enter their details for the awards. We require the signed agreement to accompany your entry. **Please note:** We will not review your entry if we have not received a signature from your client.



WINNING PARAGRAPH (max 150 words):

(To be published should your entry receive recognition – permission must be granted in the declaration on page 2)

EXECUTIVE SUMMARY:

SAMPLE

HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:

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3. What is your long-term customer-centricity approach and use of strategic segmentation?

4. Proven retention versus industry best practice:

HAVE ANY QUESTIONS?

Please call us on **021 715 8619** or email info@southafricanloyaltyawards.com and we will gladly assist!