

INDUSTRY:

Water Treatment

PROGRAM:

B2C – Retention, Loyalty

CLIENT:

VIQUA

VARIABLE DESIGN, ENGINEERING, PROGRAMMING & PRINT PROVIDER:

Terminal Van Gogh

BACKGROUND

VIQUA, a Trojan Technologies Company, designs, manufacturers and sells UV water treatment equipment. It has over 500,000 residential systems installed. The light bulb is an important component in these systems and it needs replacing regularly.

VIQUA conducted follow-up campaigns for lamp replacement for many years. These campaigns consisted of a static, generic, “one size fits all” letter.

TVG was able to leverage existing data from its warranty registration to create a campaign that linked product features and benefits to customers based on data. This created a stronger link between the customer and the product, and conversion increased.

The variable solution that TVG developed resulted in a 14% increase in sales while further developing the relationship with their customers.

OBJECTIVE

- Improve the effectiveness of the anniversary letter by identifying the specific water treatment system and customer segment to communicate more relevantly to the customer
- Reduce the internal VIQUA resource requirements to manage the annual reminder program on a monthly basis
- Continue to improve the “Get Genuine” program performance
- Reinforce the “Get Genuine” brand

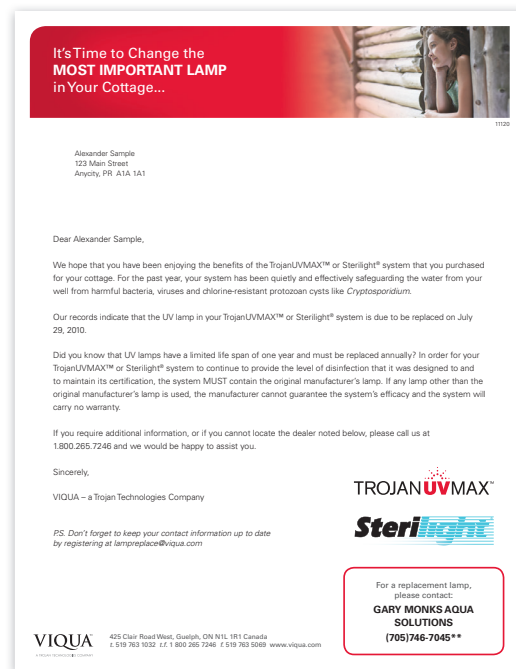
SOLUTION

- Redesign the annual reminder letter by developing variable messaging based on the data collected to enrich the communication
- Highlight the Trojan UVMax or Sterilight brand in the end consumer’s mind
- Provide relevance in the message for the consumer by addressing specifics about the water source, type of building and health concerns to resonate with the consumer and further reinforce the ‘Get Genuine’ message



Variable drivers

- A Country
- B Water Source
- C Manufacturer
- D Lamp Number
- E Individual, Company or Institution
- G Rural or Urban Location
- G Replacement Date
- H Dealer Contact Number
- I Model Number
- J Customers' reason for purchase
- K Building Type



RESULTS

- 14% increase in replacement bulb sales over previous year results
- Improved loyalty communication program efficiency
- Increased consumer awareness of importance of genuine replacement parts

“This program enables us to reinforce our message in a meaningful way. With a more personalized, variable communication, we can demonstrate to our customers that it isn’t just about making a sale; it’s about ensuring the continued safety of their water supply. We couldn’t achieve the same results with a generic letter.” – Sheila Berg, Marketing Communications Manager, VIQUA, a Trojan Technologies Company

COMPANY PROFILE

VIQUA is a leading water treatment technology company focused on providing customers with confidence in their water. In over 100 countries, VIQUA’s UV systems are disinfecting water in homes and light commercial applications including: apartment complexes, manufacturing facilities, campgrounds, resorts, hotels and hospitals. Every minute, VIQUA systems treat over five million gallons of water. VIQUA has more than 90 dedicated employees reporting to the Guelph, Ontario, Canada headquarters which is situated 40 miles west of Toronto. A modern facility houses all manufacturing, distribution, sales and marketing operations for VIQUA.

For more information please visit www.viqua.com