

Follow-Up's user-friendly and overall software solution connects market activities at TV4

The television and media company TV4 Group needed an overall system for electronic communication for coordination and effective output of the market activities. But even more important was the requirement of a solution that made the internal sales support tool, L4, more flexible and compatible to all the events, campaigns and circular the company conducted. The solution was to integrate Follow Up's software module tool for events, newsletters and campaigns with the existing sales support tool L4.

As in most modern companies, one important criterion for achieving a high hit rate in marketing activities is having access to an efficient communications structure, and the same criteria applies for TV4.

As a fast growing company, a lot of internal functions can be put under strain. In the case of TV4, the marketing- and sales department experienced a bending sales support system due to heavy exposure. This, in turn, diminished the ability to get an overview of all the projects. Something that was also revealed was that old communications structure, built on obsolete solutions, made the administration complex, inefficient and complicated to handle. To solve this problem, TV4 looked for new modern software solution that would not only solve the problem, but also be able to meet future demands and requirements.

The communication department at TV4 is the hub for all market communication. This department is responsible for all communication; marketing the company's TV programs, its Web services, and the interaction with customers and different members. This hub also manages functions such as events, campaigns, newsletters, customer surveys and membership registration. This means execution of hundreds of events and communicating with thousands of recipients, annually. The TV4 Group also consists of "Nya Medier" (New Media), which through its services tv4.se, tv4nyheterna.se, tv4vadret.se, tvplaneten.se, blip.se and fotbollskanalen.se, interacts with more than one million users, on a weekly basis.

User-friendly complete solution built on existing CRM system

Suss Dafgård is Project Manager at TV4's marketing department. To her it was crucial that a new communications solution could provide the users with a track record from the existing CRM program through the event module in Follow-Up. Another request was that it should also be easy to manage, and in a simple way provide an overview of all the different market and communication activities.

"From our perspective working with event, we were looking for a solution that could assemble all our routines and the functionality so it could become one easy-to-manage complete solution, built on our existing CRM tool. Simplicity and functionality became in other words natural prerequisites in order for us to succeed in building a better and more cost efficient electronic communications structure that also should be easy to administrate", comments Suss Dafgård.

An overall software solution built on an existing platform has many advantages, partly because it is easy for users and technicians to recognize the environment within the different applications. But also because the system from Follow Up enables users to build their own communication processes to manage different activities – from the purest idea level to implementation, follow up and evaluation. It becomes more easy to use, more intuitive and foreseeable since the applications have the same interface. The Follow Up software solution also contributes to a more efficient transfer of knowledge about the different target groups, hence increasing the potential of cross collaboration between the marketing- and sales departments of the TV4 organisation.

"The foremost important is that we can deliver feedback and evaluation of activities that meets our internal objectives: That the event department shall maintain the highest quality in all our events, small ones as well as big ones. If new problem occurs in this big machinery, we must be able to respond to that rapidly and in a simple manor. And since we have expanded our existent CRM program to be compatible with the functions in the Follow Up event module, it is now more facile and efficient for our sales department and for us who work on the event side", says Suss Dafgård.

Even more facile administration

Åsa Mällström is Editor at Blip.se, Sweden's largest game community. She is also a user of the new system for electronic communication, mostly conducting campaigns.

"Apart from the most common criterions such as price, functionality and scalability, we can also list the simple administration of the solution as a strong success contributor of why we choose to work with Follow Up when we do campaigns. One example of that is the easy pick up of a subscription in our user database. And this without having to consult the technical department for assistance in handling databases. This is how we can conduct campaigns from the same desk as they were born", says Åsa Mällström.

Since the solution from Follow Up provides an overall and complete way of communicating, all team members can build their own solutions, which constantly generate new applications. Today when Follow Up's system is in service it is creating, monitoring and assisting the communication staff when interacting with the audiences of the various media channels of TV4. But the system also helps creating creative solutions such as internal contests, internal invitations and an administrative tool for different events etc. The system is now regarded as a "house tool", which not only increases the creativity of the staff, but also the customer utility and of course, making the administration far more efficient than before.

Measure, follow up and evaluates the interest

Another big advantage by upgrading to the Follow Up platform is that the marketing rapidly and very easy can measure and follow up the interest from conducted market activities, and share that information with the sales department. One such example is the invitation lists where the sales staff can be involved and contribute by match those with key customers or prospects.

The TV4 Group will now proceed by developing the existing built-in limited CRM tool to the event module in Follow-Up with a very easy to use and complete solution where all market activity functions are able to cooperate, measure and provide feedback to the sales department. And since the new solution is easy to use, built on an existent solution and allows TV4 to reuse the knowledge gained from each activity, makes the activities more cost efficient. In other words: A simple complete solution built on and connected to the existent CRM system is the model. This is how the TV4 Group can achieve its objective stating that the marketing department as well as the niche Web sites shall maintain the highest quality in all communication activities, small ones and big ones.

At a glance

The TV4 Group

TV4 is Sweden's biggest TV channel. TV4 is a part of the TV4 Group, which also includes TV4 Plus, TV4 Film, TV400, TV4 Fakta, TV4 Guld, TV4 Komedi, TV4 Sport and the new TV channel TV4 Science Fiction. Additionally to that the group also consists of twenty four local TV stations in Sweden. Nya Medier (New Media),

represents the Web media and interacts with more than one million users every week through their channels tv4.se, tv4nyheter.se, tv4vadret.se, tvplaneten.se, blip.se and fotbollskanalen.se.

The task

Rapid growth of the TV4 Group and intensified marketing activities made the existing sales supporting tool obsolete, thus being unable to provide the staff with an overview of the ongoing and conducted projects. For that reason TV4 started their search for a complete system for electronic communication that could provide functionality and easy to use standard with full compatibility to the existing sales supporting system.

The solution

Integrating Follow-Up's module tool for events and campaigns with the existing CRM system solved the task. By doing this, TV4 assembled all marketing activities on one platform which enabled cross information between the immediate departments allowing them to follow up and evaluate the conducted activities.

The result

The TV4 Group gained a cultivated and more efficient process for electronic customer communication. This provides the organisation with an increased capacity and functionality combined with a simplified administrative process for all marketing- and sales related project. The increased functionality has even affected the staff creativity, thus the quality of the feedback between the marketing- and the sales department.

Quote 1:

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Suss Dafgård Project Manager at TV4's marketing department

Quote 2:

"Apart from the most common criterions such as price, functionality and scalability, we can also list the simple administration of the solution as a strong success contributor of why we choose to work with Follow Up when we do campaigns. One example of that is the easy pick up of a subscription in our user database. And this without having to consult the technical department for assistance in handling databases. This is how we can conduct campaigns from the same desk as they were born."

Åsa Mällström, Editor at Blip.se