

# ING Direct UK - Driving Effective Marketing Communications across Multiple Channels

**A world-class customer marketing solution has been deployed with help from Capgemini**

## **The Situation**

ING Direct is the world's leading Direct bank. Following a period of rapid growth in the UK the bank wants to retain and develop existing customer relationships by being able to make the right offer to the right people at the right time.

## **The Solution**

The solution provides integrated customer and product data combined with the Infor Epiphany CRM application to enable the Marketing function to gain insight and perform analysis on ING Direct's customer base and drive multi-segment, multi-wave and multi-channel campaigns. It will also allow ING Direct to view the effectiveness of the campaigns and use that knowledge for further refinement.

## **The Result**

ING Direct UK now has a world-class capability that allows it to have direct access to customer and product data used for better segmentation and targeting.

Closed-loop marketing data allows ING Direct to monitor the effectiveness of campaign communications, act on insight and incrementally refine its targeting strategies.

This solution will enable ING Direct to increase the number of marketing campaigns executed in the next 2 years and drive better performance in acquisition, retention, cross-sell and up-sell activities.

“Capgemini helped us to deliver a world-class capability that will allow us to focus on better quality communications with our customers and drive marketing effectiveness.”

Jacqui Quilter  
Head of Business Intelligence  
ING Direct UK



## How ING Direct UK and Capgemini Worked Together

ING Direct engaged experts from Capgemini's Marketing Intelligence Practice to provide the deep expertise needed to successfully implement a best practice multi-wave, multi-channel, closed-loop marketing solution and to ensure that there was aligned process and technology to empower the business.

ING Direct UK and Capgemini used a phased approach to build knowledge and ensure certainty around delivery. The first phase performed a review of the existing customer communications mechanisms, identified best practice requirements and developed the business case.

Following the initial phase, the team undertook a detailed analysis and design that developed the detailed requirements and planned the deployment of the solution into the business. Fundamental to this phase was the development of a clear roadmap for deployment that enabled ING Direct UK to increase the effectiveness of its Marketing function through direct mail, email, call-centre and web channels.

During all phases of this project, Capgemini utilized collaborative workshops, marketing and channel process definition, 'in-build' solution reviews and refinements, holistic training and planned deployment into the business environment.

The solution build was achieved by leveraging Rightshore™, using a blended team of ING Direct UK working with Capgemini resources in the UK and India. It was this proven delivery capability and strong commitment to leverage the right skills in the right place at the right time and cost that resulted in a highly successful collaborative effort with ING Direct UK.

ING Direct UK has been able to realise the value of using Capgemini's Collaborative Business Experience enabling ING Direct to:

- mitigate the risk around deployment of the solution by engaging an experienced team that delivered on-time and to budget
- optimize its customer communication capabilities by enabling the Marketing function to have the ability to run more targeted marketing communications in more campaigns

- provide the foundation to align the sales, service and marketing functions by creating a centralised view of marketing communication activities.

Throughout the deployment, the business goals were kept as a focus so that the solution was relevant to the situation today and the future aspirations of ING Direct UK. It was this approach that enabled Capgemini to clearly define how people, process and technology could be orchestrated to achieve ING Direct UK's business goals.



### About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience. Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of

world-leading technology partners and collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration. Capgemini employs approximately 61,000 people worldwide and reported 2005 global revenues of 6,954 million euros. More information is available at [www.capgemini.com](http://www.capgemini.com)

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In collaboration with



With over 15 million customers in nine countries, ING Direct is the UK's leading direct savings provider. In addition to savings, it also offers home insurance and mortgages.

ING Direct is part of ING (International Netherlands Group), one of the world's largest financial organizations that has operations in over 60 countries and employs over 115,000 people.