

JDA Software Service Industries takes control of events marketing with Email Reaction

JDA Software Group's Services Industries Group has pioneered industry leading pricing and revenue management solutions. Today, leaders in the service-based Travel, Transportation, Hospitality and Media industries leverage JDA's expertise to maximize their profits.



Synopsis

JDA Software Service Industries offers demand and revenue management software and services for Service Industries Companies in the Travel, Transportation and Hospitality Industries. Its portfolio includes software that helps with demand, revenue and pricing management, enabling companies to react to, and shape demand with strategic pricing. Target customers for this software include Tour Operators, Hotels and Hospitality providers, Rail Operators and Media and Cargo companies.

Key to the launch of newsletters for prospects and customers was the ability to gauge interest in promotions, offers and invitations to events. By working with Email Reaction, JDA's marketing team is able to independently produce communications and track the response. This information is used to target follow-up calls, so the sales team can focus their energy on those who have already revealed an interest in what they're promoting.

The Challenge

JDA was previously using a desktop email client to send out communications, which was untrackable. To raise its profile in the market and improve its understanding of customers' interests, JDA wanted to produce some new email newsletters and track which topics customers expressed an interest in.

Events and seminars are an important promotional tool for JDA, so it was vital that registrations could be efficiently promoted and administered. The UK marketing team previously had to depend on colleagues in the US to create and manage event registration pages, which was not the preferred process.

The Solution

JDA now uses Email Reaction to build, issue and track the response to its new email newsletters. "Many stages in the marketing plan reside in Email Reaction, including design, follow-up and last chance communications," says Caroline Reed, global marketing co-ordinator, Service Industries, JDA Software. "We refine our CRM database with profiling information from the response to the messages we send."

"The reporting tools and tracking are the best things about Email Reaction," says Reed. "There are plenty of systems that can send 20,000 emails. Finding out where they've gone and what people do with them is the key."

She adds: "Email Reaction has helped to shape the marketing we do. From the newsletter, we can see if 20% of the audience are interested in a pricing story with Carlson Hotels, for example, so we know that Pricing Optimisation is a hot topic and can consider organising further market research and a campaign around it."

Responses are also used for focusing whom the sales team target. "We can see who opens and clicks and send that information to the business development team. If there's slow uptake for an event, we can look at who's accessed the email and not registered. The sales team can prioritise these people so that we don't waste time calling a huge list who might not be as interested. Our sales managers can feel more confident when they talk to contacts because they're not cold calling any more. By talking to the right people, we're saving time and resources."

Customer

JDA Software Services

Industry Sector

Software & Services

Solution Components

- ASP Solution
- Licence Install
- smartREACTION
- Managed Solutions
- Integration & API
- Consultancy
- Bespoke Solution

Continued overleaf

email reaction

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Email Reaction is also used to accept event registrations. A list of invitees is extracted from the CRM system and emails are issued that link to a registration page. "Because we can build forms and campaign sites ourselves, we don't have to wait for our US colleagues to do that and so we can work in our own time zone," says Reed. "It's very easy to use."

Confirmation emails are automatically sent when a customer registers for an event. "Immediately confirming the data entered into the form helps to clean the data," says Reed. The loop is closed with a post-event evaluation form. "When we used paper forms, we only used to get a few back," says Reed. "Using email, we're seeing a much better response. It's simple and easy to use and it's good that our customers associate us with processes that are convenient. The evaluations also tell us that the pre-event information we emailed was a significant influence on attendance."

The Bottom Line/ROI

"Email Reaction is an easy tool for putting an email together quickly and getting it to our target audience," says Reed. "I can manage the process from start to finish and I can see the results quickly. The elevated attendance at events is a key signifier of the success of a campaign for us and we have no doubt that Email Reaction has paid for itself. I have no reservations about recommending it."

JDA Software Services Industries Group (Travel, Tourism, Hospitality and Tourism)

JDA Software Group's Services Industries Group has pioneered industry leading pricing and revenue management solutions. Today, leaders in the service-based Travel, Transportation, Hospitality and Media industries leverage JDA's expertise to maximize their profits. JDA clients include Carlson Worldwide, Continental Airlines & Cargo, Dollar Thrifty Automotive Group, Harrah's-Caesars Entertainment, Omni Hotels, Princess Cruise Lines, Eurostar and TUI Travel plc (formerly Thomson Holidays).

About JDA Software Group Inc.

JDA® Software Group, Inc. (NASDAQ: JDAS) is focused on helping companies realize real supply chain and revenue management results - fast. JDA Software delivers integrated merchandising as well as supply chain and revenue management planning, execution, and optimization solutions for the consumer-driven supply chain and services industries. Through its industry leading solutions, leading manufacturers, distributors, retailers, and services companies around the world are growing their businesses with greater predictability and more profitably. For more information on JDA Software, visit www.jda.com or contact us at info@jda.com or call +1.800.479.7382.

About Email Reaction

In 2000, three talented consultants with extensive marketing knowledge and web development experience got together to create a better way for businesses to communicate. The result was Email Reaction - a sophisticated, robust and secure service, capable of handling emails of any size, providing instant response data, and ultimately making emarketing more profitable.

Over 100 organisations now use Email Reaction's intelligent technology to get closer to their customers, including major names such as Associated Newspapers, The Labour Party, Penguin Books, MessageLabs, CapGemini and Help the Aged.

In May 2006 Email Reaction was acquired by smartFOCUS, bringing together two fast-growing companies to create a complete enterprise marketing management solution and service business.

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Benefits

- *Marketing team members can now manage their own campaigns*
- *Tracking and reporting tools reveal response to emails sent*
- *Automated event registration and follow-up feedback form increases customer participation*

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