



Client: GUINNESS  
Solution: Customer Relationship Management

*Guinness is one of the world's largest brewers producing a distinctive and widely distributed beer—Guinness Stout, which is brewed in more than 50 countries worldwide and sold in more than 150. The company owns 80 percent of the global stout market.*

## THE PROBLEM

Guinness didn't have an accurate picture of its consumers and their consumption patterns. It lacked clear information on:

- Household consumption data
- Purchase pattern information
- Consumption frequency among consumers

## THE BUSINESS CHALLENGE

Given SurfGold's expertise in relationship management, Guinness sought a comprehensive solution that would drive its relationship marketing efforts, allowing it to get a complete picture of its consumers and increase sales. Specifically, Guinness wanted a program that would allow the company to:

- 1 Identify its existing consumers
- 2 Acquire more customers
- 3 Increase the consumption of Guinness at homes
- 4 Identify loyal consumers and develop programs to increase consumption frequency
- 5 Increase the mind share of Guinness among regular beer drinkers
- 6 Devise programs to increase sales

## THE SOLUTION

SurfGold deployed its proprietary Digital Voucher Manager to steer Guinness relationship marketing efforts. The solution involved a 4-phase approach:

- 1.ENCOURAGE: Every Guinness customer on purchase of Guinness beer would receive an on-pack digital voucher with a unique numeric code embedded on it, used to record purchase. The eye-catching vouchers would encourage customers to purchase Guinness product immediately.
- 2.ENROLL: Customers would register their vouchers through an IVR system that was devised for the program. Customers would call and register their digital vouchers through the IVR system and get themselves enrolled in the program. A reward program was also devised as an incentive for consumers for getting themselves enrolled.
- 3.EARN: Customers would earn loyalty points for every purchase recorded
- 4.EXCHANGE: The earned points would further be exchanged/redeemed against exciting rewards.

Last but not the least, the SurfGold Digital Voucher Manager would record all customer activities and transactional details to profile and segment Guinness customers. The IVR system would also acquire customer information at the time of registration and redemption.



# CASE STUDY

## SOLUTION IMPLEMENTATION

The solution was implemented in the following manner:

A. COMMUNICATE: To create awareness about the Digital Vouchers and the Reward program,

- Attractive Digital Voucher stickers with unique code were designed
- Specially designed invitational direct response mailers were sent to existing Guinness fans to pre-announce the new rewards program. These invitees received bonus points on registration



B. IMPLEMENT DIGITAL VOUCHER SYSTEM: On purchasing Guinness,

- The consumers received Digital Vouchers with a scratch paint. A securely formulated set of unique code was embedded under the scratch paint.
- Different vouchers were designed for different product packages; the voucher design for 640ml bottle was different from the design for 4-can pack

C. FACILITATE EASE OF REGISTRATION & REDEMPTION: There was a highly-simplified process for registering Digital Vouchers and ensuring redemption.

- A Guinness hotline was set up specifically for member and Digital Voucher registration, redemption, program details enquiry, etc.
- An 24x7 IVR-based system simplified the whole process



D. ENSURE LOYALTY

- A member kit, containing program information was sent to newly registered members. This Welcome Kit created a sense of belonging among members, and created brand awareness among them.
- Ongoing promotion on earn point activities were introduced regularly.
- Member registration and redemption transaction details were communicated in the form of a “Monthly Statement” mailed to existing members. Members were provided program updates, upcoming promotions and special offers to stay in tune with the Rewards Program.

## THE RESULTS

- The program enlisted new customers and managed to retain their loyalty. The increasing number of Digital Vouchers registrations suggest that customers were retained and repeat purchases were happening frequently.
- The beer consumption among existing consumers increased.
- The Digital Vouchers registration program aided in capturing beer consumption patterns among existing consumers. The program assisted in collecting detailed member profiles.
- The “Welcome Kit” and “Monthly Statements” worked effectively in generating brand awareness, and increasing the overall ROI for Guinness.

*SurfGold is Asia's premier partner relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.*