

Challenge: Increase the Number of Product Registrations to Gain Up-Sell and Cross-Sell Opportunities, While Adding Information to Customer Profiles

Industry: Consumer Retail Electronic Products

Products and Services: PCs, Notebooks, Tablets, Storage Devices

Customers: Worldwide

Employees: 100,000

Challenge: Increase the number of product registrations to gain upsell and cross-sell opportunities, while adding information to the customer profile



Company Profile

This company is an industry-leading electronic consumer products provider with millions of customers worldwide. It sells via direct and indirect channels and its customer base ranges from consumers to Fortune™ 100 companies. Key to its success is a company-wide commitment to customer satisfaction, and the ability to quickly understand - and act upon - their customers' needs.

With Aviata PowerREG, this client's registration rates increased by more than 500% vs. their in-house programs.

The Challenge

To gain a complete view of their customer base, this client needed to increase the number of customer product registrations from their retail channels. Prior to engaging Aviata, they had been using an in-house system to collect product registrations, but soon realized they needed additional expertise to maximize the quality and quantity of their worldwide customer registration data, as well as manage the resultant data flows, both internally and with business partners.

PowerREG captures critical data including device serial number, OS and peripheral information – appending it to customers' registration responses.

eREG is a cloud-enabled application that is embedded into the factory software stack of smart, connected devices. It intelligently presents product registration content from Aviata's cloud-based servers then appends device serial number, operating system, and peripheral information to the responses. Registration content and A/B testing capabilities of questions, answer choices, and formats are controlled through the cloud, maximizing flexibility and results. Additional features include direct capture and publishing of product reviews, up-sale offers, and relevant messages. eREG can boost registration rates by 10x over in-house programs.

Aviata delivers global turnkey solutions across operating systems and form factors.

PowerINSIGHT provides a team of technical & marketing experts to test messaging, timing, and creative - in real time - by customer segments, to maximize impact.

The Solution

Aviata's embedded Product Registration offering - eREG, and Web Registration offering - webREG, provided a global turnkey solution that increased this company's registration rates by more than 500%. Aviata accomplished this through a combination of proprietary technologies, message and format testing, Professional Services, ongoing optimization, and the application of best practices gleaned from working with dozens of global products companies. Based on the volume of devices shipped, a five-fold increase in registration rates translates into tens of millions of dollars of annual incremental revenue.

With PowerINSIGHT, Aviata's client can view customer registration data trends over time by product, model, serial number and geo-region, allowing the company to start, stop, and adjust their marketing initiatives to maximize results while minimizing costs. Aviata provides Professional Services to continually help this client integrate best practices in all its related data collection.

By taking an in-depth look at customer registration behavior worldwide, the Aviata Professional Services team also helped analyze the success of different, specific client initiatives across various geographic and customer segments. This enabled the client to maximize the impact of marketing campaigns by rolling out the best performing messages and offers by location, model, and customer demographic.

Building On Success

With baseline customer registration data collection practices now optimized, this client is looking to leverage other Aviata products, including eMESSENGER, to provide upsale opportunities during product registration, and eSURVEY, to gain greater insight into their customers' perceptions. They believe that the ability to have an ongoing customer dialog will be highly valuable in mission-critical regional and global company initiatives.

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Global customer data is business-critical for this company. Using Aviata Product Registration tools continues to get them more customer registration data. In the years Aviata has been collaborating with them, this company has seen a 5x increase in registration rates worldwide. Without Aviata products and expertise, they have told us that they would not have been able to achieve these impressive results.