



## Switzerland Tourism

Efficient 1:1 marketing with the Wilken E-Marketing Suite

- ✓ Customer requests no longer caught up in the CRM system
- ✓ Create dynamic customer profiles automatically
- ✓ Avoid spam through personalised campaigns

# Switzerland Tourism uses customer profiles for 1:1 marketing

Pilot destinations Arosa, Zermatt and Zurich – system suitable for many industries



The line from Simon and Garfunkel's classic song Mrs. Robinson, "Still, a man hears what he wants to hear and disregards the rest..." is truer than ever in modern marketing. Customers are tired of the constant noise and spam. Their ears are only open for what they really want to hear. And they only want to get post that they have consented to in advance. In an increasingly complex world, consumers block out unwanted messages. That's where targeted, personalised 1:1 marketing comes in. It makes active use of knowledge of the customer, integrating it into campaigns. No more spam – with the support of intelligent technology, even mass mailings can be personal. Switzerland Tourism uses the Wilken E-Marketing Suite for this purpose – an innovation that goes far beyond standard email marketing with an automatic reply system.

Switzerland Tourism receives up to 10,000 enquiries by email every month, and sends out around 250,000 newsletters. Answering the emails individually is a Herculean task – especially as the enquiries are in different languages. Switzerland Tourism's initial goal was to sort incoming post automatically. The new system recognises up to seven languages, forwarding them to the relevant team members.

But that's not all. The software also scans the emails for keywords. Terms like "holiday apartment" or "hotel" set the accommodation category, "skiing" or "mountain biking" trigger interests.

These preferences are saved – but only if the customer has agreed before. All this makes up a customer profile, allowing customised offers to be made.



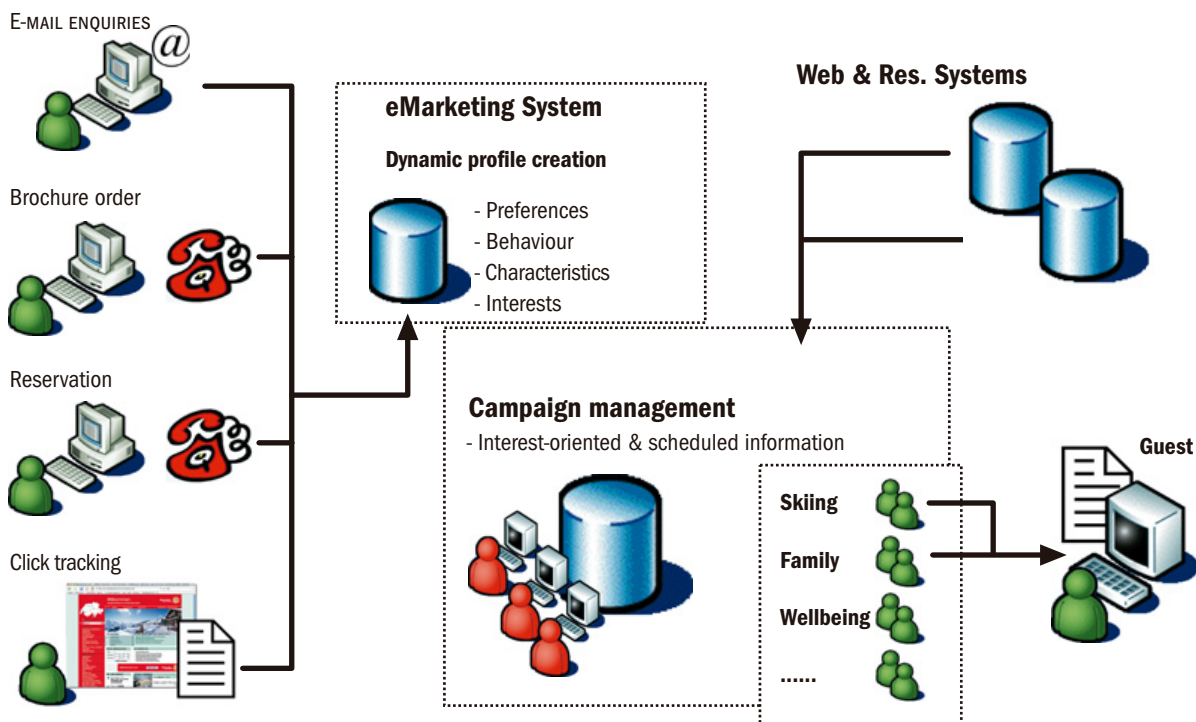
## Example: Email from Mark Smith

“I read in the newspaper about a brochure for skiers in Graubünden, which I’d like to order for our family,” writes Mark Smith. “Please send me the documents, as we are planning to go skiing over Easter. Please include a list of hotels,” the potential customer adds.

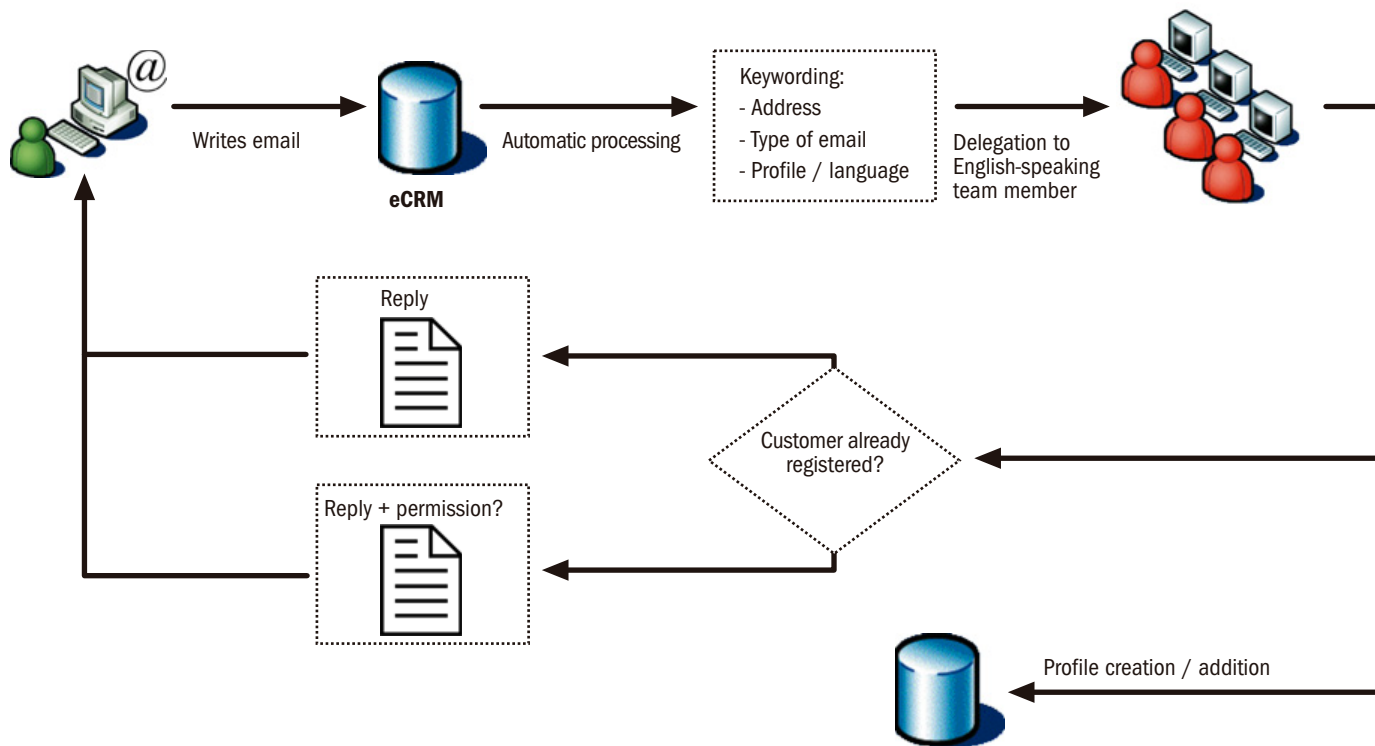
This email enters the Wilken system. It is scanned for keywords and forwarded to an English-speaking team member. Of course, Mr Smith is sent the brochure he requested. In the background, however, the Wilken system has also already created a customer profile.

This is based on the keywords **“interest skiing”, “type family”, “accommodation hotel”, “season spring”** and **“region Graubünden”**.

The customer is asked to consent to the further use of the profile by confirmed opt-in. The data can then be used in later campaigns.



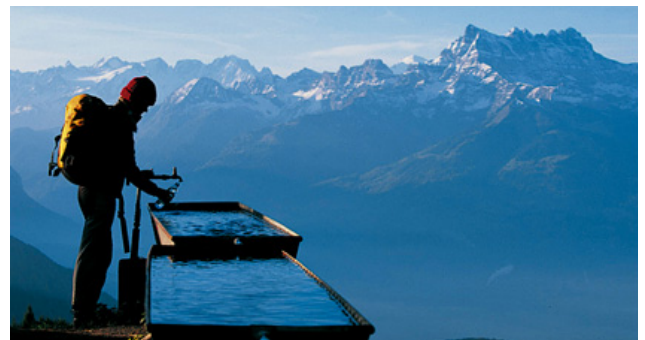
## Profile Creation



## The Love Letter as the Ideal Communication Form

What makes a good offer? Marketing experts have a romantic ideal – the love letter. It is the most individual offer known to man. It would be absurd as a mass mailing, as it only touches the heart if the sender knows the recipient and refers to personal matters in the letter. That is the first requirement of successful communication. Everyone has had enough of unrequested advertising via spam. Good 1:1

marketing means knowing the customer and making him or her individual offers. And that has advantages for both sides: the company is regarded as reputable. Plus, the offer falls on open ears, as the customer feels understood. But how can this work with 10,000 emails per month – as in the case of Switzerland Tourism?



## Profile Creation in Three Steps

The profile creation aims to recognise interests beyond the current enquiry for use in long-term customer relations. The system derives profiles from three sources: firstly, email enquiries are keyworded. Countless terms, including possible

declinations, are stored within the system, sourced from Switzerland Tourism brochures. The search terms found in the emails are allocated to pre-set profiles and stored in the interested party's profile tree. Secondly, the click behaviour



on the website and in electronic newsletters is analysed. If a customer clicks on mountain bike tours once in six months, she's just curious. But a customer who clicks on relevant offers five times in three months is likely to be really interested in mountain biking. This is only stored in the

profile tree in this case. This data is dynamically updated, with the system taking into account reduced interest, children getting older, etc. After all, a 5-year-old boy doesn't want to go to baby club any more. This prevents useless data from mounting up. Thirdly, online surveys also lead to profiles.

## Targeted, personalised 1:1 marketing

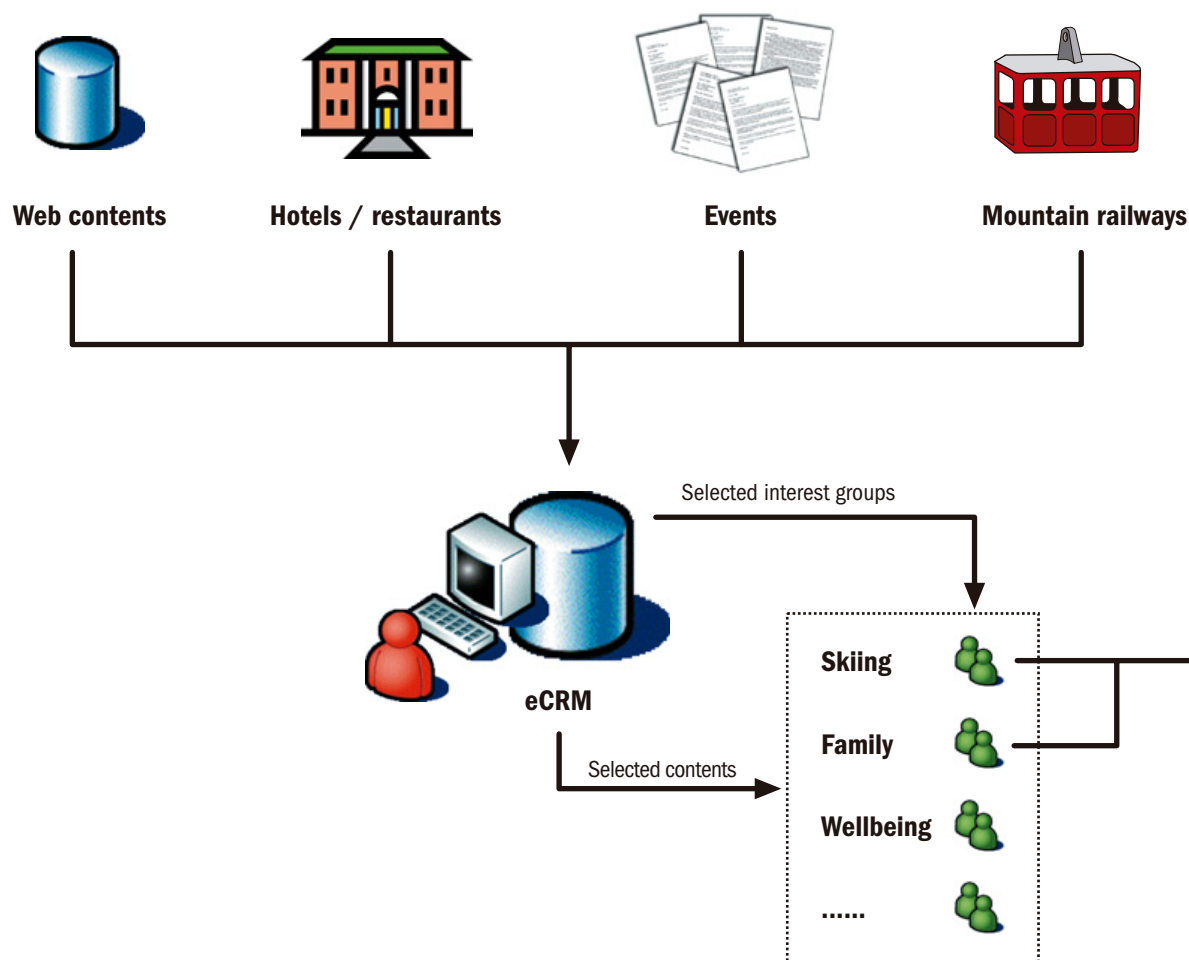
The customer profiles now also enable the use of mass data, and campaigns can be automated. The system searches for interested parties with stored profiles corresponding to offers. The customer knowledge is no longer caught up in the CRM system, but is actively used.

Back to our example: The "campaign manager" sends a personally addressed letter using Mark Smith's profile, based on his enquiry. The content consists of offers from the region, hotels and mountain railways. "Hello Mr Smith, spring is on its way and Zermatt Tourism has put together the best offers for you," the personal newsletter says the following year.

**The offer will seem like a "love letter" to Mr Smith – as it contains hotels in Graubünden, close to ski slopes and with family rooms. Exactly what he's looking for.**

The system has blocked out everything else. Plus, the E-Marketing Suite works on several campaigns in parallel. By strictly integrating workflows, a multi-level newsletter action is also possible: clicks on content are reported back to the system, and integrated into both the newsletter statistics and the customer's profile data.

## Personalised Mailing



## Coordinated Technology: CMS, CRM, IS and Workflow

Wilken has combined several modules to make up the E-Marketing Suite. This results in added value compared to standard automatic reply systems. For example, the Content Management System (CMS) and the Customer Relati-

ons System (CRS) work together. Both lead to a campaign manager, which is controlled by a workflow. Wilken has also integrated its Data Mining Information System (IS) into the complex system, enabling multi-dimensional evaluations.

## Opting for Wilken

The key to Switzerland Tourism's decision in favour of the Wilken system was the company's innovative strength, the employees' ability to venture off the beaten track through lateral thinking, and Wilken's experience in the tourism industry as well as its size. With around 175 employees, Wilken

is an ideal SME partner. "Small enough to be flexible – large enough to take on such a development," is how Thomas Winkler, member of the management board at Switzerland Tourism, describes their favoured company.



**“Wilken is small enough  
to be flexible.  
And large enough  
to take on the development.”**

Thomas Winkler, member of the management board, Switzerland Tourism

[www.myswitzerland.com](http://www.myswitzerland.com)  
[www.wilken.ch](http://www.wilken.ch)

**Switzerland Tourism:**

- ✓ 260 tonnes of brochures
- ✓ 9 million brochures distributed
- ✓ 45 trade fairs
- ✓ 33,000 visitors to MySwitzerland every day
- ✓ 144 TV crews
- ✓ 1800 journalists
- ✓ 7000 media articles influenced
- ✓ 310 business plans with travel companies

**Tourism in Switzerland**

- ✓ Third-largest export industry
- ✓ 22.2 billion income (+8 billion from day trips)
- ✓ 5.2% of Switzerland’s gross national product
- ✓ 65 million overnight stays
- ✓ 10.7 million international guests
- ✓ 240,000 people employed in the tourism industry

**Highlights of the Wilken E-Marketing Suite:**

- ✓ Integrated analytical CRM
- ✓ Reporting functions
- ✓ Inbound management goes far beyond  
normal reply management
- ✓ Inbound free text recognition with integrated  
profile creation
- ✓ Dynamic profiles



### Welcome to the World of Wilken

Wilken develops software for financial and accounting uses, enterprise resource planning, energy invoicing and openshop solutions for electronic purchasing (e-procurement), Internet shops and e-marketing.

### Modern Software Company with Tradition

Wilken uses cutting-edge technologies, taking on a pioneering role in innovation. Our tradition is founded on 28 years of business experience, an organically evolved corporate culture and firmly rooted growth.

### Substance and Solidity

Wilken is proud of its healthy growth, with its books permanently in the black. As a naturally evolved company, Wilken GmbH does not need to take the global interests of a parent company or shareholder value into account. We only answer to our customers.

### Fair Partnership

You, the customer, are not our master. And we are not your servant.  
We are fair partners who can mutually rely on one another.

### Open Software

Wilken software runs independent of the platform you use. And of course independent of your operating system. The benefit for you: existing and future applications can be easily integrated.



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