



Directing the field force to high consent rates for effective omnichannel marketing

Challenge

Due to GDPR (General Data Protection Regulation), companies need their customers' consent for digital marketing communication. A large German company with > 20.000 customers had to track this largely manually to provide the sales force with a status for efficient targeting.

Solution

We streamlined the consent itself, combined the CRM data with other relevant information, and leveraged a self-service QlikSense dashboard that was made available to the whole sales force of 1000+ associates.

Benefit

Sales force, and especially sales management, was always informed on current consent progress and could effectively direct their associates to increase consent rates. This enabled the company to fully engage in omnichannel marketing and pursue its overall company strategy..