

Case study Direct marketing

Organisation: DC Leisure
Client: Adrian Bond, Group IT Manager

"Cascade^{3d} have taken what used to be a really big headache and made it into something simple and consistent"

Adrian Bond, DC Leisure



The challenge

- Adrian Bond, Group IT Manager at DC Leisure, runs the IT systems for over 100 leisure centres across the whole of the UK, which includes over 75 gyms in around 30 different local authority areas.
- Implementing new monthly and annual membership prices is a significant task involving agreeing new pricing structures with DC Leisure's many stakeholders and communicating the changes with every single affected customer. It involves the administration, finance and IT teams at head office, as well as the staff in the centres who meet with customers every day.
- Adrian has to ensure that not only are the right prices communicated to the right customer based on their centre and membership type, but also that each local authority contract has its own partnership branding incorporated into the communications. Running this centrally from head office makes a lot of sense, but brings a raft of challenges to ensure it is done right every time.

The solution

- Adrian already uses Cascade^{3d} Reports and knew how our software could help DC Leisure understand their business, speed up processing and automate difficult and critical tasks. He was also aware that we had a growing expertise in managing member communications and so he asked if we could help take on this one-off activity. We can deliver a bespoke solution with minimal involvement from you in a bureau style service, often finding ways to not only do the job for you and take the hassle away, but to do it more effectively and get you better results.
- We took the data file of members Adrian wanted to make contact with, produced and set up emails for thousands of customers that automatically merged the right information for each member who had valid email addresses, including the appropriate artwork and partnership logos.

- A week later we arranged for those customers who had no email address or had not opened the email we sent (emails that bounced, were undeliverable or remained unopened) to be added to the letter templates we had also set up, and distributed these to our specialist variable data printer who took care of the rest.

The value

- Adrian and his team at head office saved significant time using our bureau service in preparing letters for the post - previously the team had to print, fold, enclose, frank and post the letters themselves.
- DC Leisure also managed to take advantage of reduced postal costs, as we were able to ensure delivery of c. 25% of the communications by email, which were distributed at a fraction of the postal cost.
- The process was so successful that Adrian has now asked us to implement a permanent solution to this so they can use it on a regular basis without the need to engage us at all. Our Cascade^{3d} Communicate product is now automating this entire process with Adrian just needing to push a few buttons on his PC to ensure every detail is correct for each letter or email, keeping all the customers and stakeholders happy.

