

## Case Study

Bausch and Lomb India.

Winning more deals with integrated marketing campaign management.

### Customer Profile

Our customer is one of the oldest and most respected healthcare brands in the world offering a comprehensive portfolio of eye-care products. Their products are available in more than 100 countries.

### Challenge

Bausch and Lomb India sells their products through a wide-spread dealer network of opticians and retail stores. Customers purchase Bausch products on an on-going basis. Bausch was looking for a way to use an integrated marketing campaign mechanism to bring in high quality leads that could be directed to the closest dealer to the prospect. At the same time, Bausch wanted to have some control both on the efficacy of their marketing campaigns and also on end-customer demographic information.

### Solution

PK4 configured and customized Impel CRM's marketing campaign module to handle Bausch and Lomb's exact requirements. The Impel solution integrated SMS campaigns with the Bausch call center and a Google maps integration to identify dealers. All dealer locations were identified in Impel with geo-coded information.

Bausch advertised specific offers where prospects could SMS their interest to a specific short code. All SMS responses were automatically routed to the Impel servers. These responses were automatically routed to Bausch call center employees. These employees would then call up the prospect and get some basic demographic information. Based on the prospect's location, the call center employee could pull up a Google map identifying the closest dealers. Impel would then send an SMS to the prospect with the dealer information and also an SMS to the dealer with the prospect's information. When the prospect went into the dealer's retail location, the dealer could SMS the outcome of the visit back to Impel, thus completing the loop, starting with the advertisement and ending with the sale.

With a complete Web to Lead integration, all leads that come in through the Bausch and Lomb public website are automatically directed to Impel and from there to the appropriate call center person for follow-up. The web leads are then followed up in the same way as the SMS generated leads.

### Benefits

- Completely integrated campaign management such that Bausch and Lomb management always have a very clear perspective on how well specific campaigns worked
- Bausch and Lomb was able to get real prospect and customer demographics, which very rarely happens with a principal in a dealer-driven distribution model
- Bausch and Lomb was able to provide a very high degree of customer satisfaction by giving customers convenient dealer locations because of the Google maps integration
- Bausch and Lomb was able to achieve higher than normal conversion rates on these campaigns, because the dealers were able to contact high-quality prospects directly and bring them in to the retail store.

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