



CASE STUDY

STARFISH 360 GIVES A MOBILE FUTURE TO A LEADING UK COMMERCIAL ENTERPRISE

One of the UK's biggest retail associations turned to Starfish 360 to give its members the roadmap to a mobile future that can be applied across all the organisation's disciplines.

Starfish 360 was brought in to help after a competitive tender process that saw off the competition thanks to its specific digital and mobile expertise, technology independence, cost-effectiveness and the flexibility of its resources.

The key challenge was to provide a mobile roadmap to a best-in-class mobile consumer experience - through multi-channel, digital devices - that worked across group operations, food, banking, electrical, travel, pharmacy, legal services and funeral care businesses. At the time each business developed and managed its own online activity, which meant variations in investment, quality, branding, content, messages and there was no cross selling; a missed opportunity considering the combined website traffic and diverse customer base.

Chris Brassington, CEO of Starfish 360, says: "The organisation is going through structural - and some cultural - changes. Each business is an autonomous entity with its own objectives, targets and conflicting priorities. So, the real challenge was to effect change, get buy-in and timely decisions from a diverse range of stakeholders."

The long term objective of the organisation's group digital marketing team was to create a business wide framework for mobile and digital engagement,

which each individual business could apply when developing their own activity. The roadmap had to provide its customers with a consistent and cohesive view of the businesses whilst ensuring adherence to industry regulation and best practice.

Chris says: “Mobile devices and social channels can localise world-wide issues (like the environment and fair-trade), empower consumers with information, create a community of like-minded people and communicate membership benefits in a personalised way to increase brand loyalty – which is vital to any commercial enterprise and it’s members.”

Using a collaborative approach with the client, Starfish 360 conducted a discovery process across eight businesses to get under the skin of current operations and gain first-hand knowledge of the existing digital estates and perceived challenges.

The process took the form of a carefully constructed questionnaire to gather intelligence from stakeholders before conducting interviews that covered topics such as platforms, technology and partners.

The businesses also have a number of key technology partners and, with the agreement of the group marketing team, these suppliers were interviewed and consulted.

The whole interview process was reviewed and ‘sense checked’ by testing the understanding of the findings with nominated members of the group’s information services team.

As a result of the project the client now has a clear understanding of what needs to be done to exploit mobile engagement and how it can realistically be achieved with brand consistency.

For more information about Starfish 360 please click on www.starfish360.com or contact Starfish 360 at info@starfish360.com.