



How to orchestrate multiple systems for the best digital experience

The Royal Dutch Touring Club ANWB is the largest membership organization in the Netherlands. Founded in 1883 and with over 5 million members, ANWB offers numerous products and services for members and non-members in mobility, finance/insurance, retail, and travel. It also issues ANWB travel guides, maps, and magazines.

ANWB employs almost 4.000 staff members and runs 76 retail shops selling documents, leisure clothing, and travel products. Besides this, they manage three apps and other digital products. They attract about 178 million annual visitors to their site, www.anwb.nl. With this website they won the 2022 Website of the Year Award in the 'Traffic' category, organized by Emerce/Multiscope.

Challenges

As a complex bricks & clicks organization selling multiple products, delivering the best product and services requires orchestration across various systems and teams.

ANWB is an established and respected resource in the Dutch market; almost every Dutch traveler knows where and when to find ANWB. This doesn't mean that ANWB marketers can sit back and relax. They continuously face challenges in retaining and providing optimal service to their members.

To provide top-notch service, ANWB believes in placing member needs at the heart of its marketing.

In the age of privacy and high customer demands for personalized experiences, ANWB set out to find a balance between these priorities. They established a dedicated personalization team and started looking for software to help make their online communications more relevant while adhering to customers' privacy preferences.

Solutions

ANWB began its partnership with BlueConic in 2013 to customize offers at the right time across channels to the right customers to improve customer satisfaction and loyalty.

- BlueConic enables ANWB to use onsite customer behaviors to deliver the best cross-sell and upsell offers based on real-time behavior while adhering to customers' consent preferences.
- After years of using [unified profiles](#) and onsite [listeners](#) to collect and manage first-party customer data, ANWB uses that data to implement real-time, automated, omnichannel 'next best action' marketing.

From Anonymous to Known: Creating Valuable Experiences for Customers

Most of ANWB's web traffic is made up of anonymous customers, making it difficult to distinguish members from non-members; and nearly impossible to drive personalized offers for relevant products and services.

To drive higher satisfaction, ANWB needed a way to motivate customers to log into their customer portal so they could use data from their database and behavioral data from an onsite session.

Turning to BlueConic, ANWB prompted a login page. From that moment - irrespective of whether a member did or did not log in again during a subsequent visit - BlueConic

could recognize returning visitors. During a returning visit, their [profiles would merge](#), ensuring ANWB always had a complete view of the customer.

Using BlueConic's persistent profiles and identity resolution, ANWB could combine the assumptions derived from online behavior with data from the customer portal housed in their data warehouse.

This enabled ANWB to make its communications more relevant, ensuring, for instance, that Europe Coverage was not offered to current Europe Coverage subscribers and only supplemental offers were displayed.

ANWB developed various cross-sell and upsell campaigns based on the country and activities (skiing, camping, etc.) customers were registered for. One campaign focused on current subscribers to Dutch roadside assistance who might benefit from European coverage.

Using BlueConic to target these users with specific offers based on their online behavior, ANWB saw a 100% increase in the number of clicks on the banner. Almost 10% of the profiles that clicked converted for the upsell.

Personalizing Omnichannel Experiences with Next Best Action Modeling

With more focus on personalization, ANWB uses BlueConic to identify online visitors. Through BlueConic's listeners, behavioral and preference data is continually captured and stored in unified profiles.

Using an out-of-the-box connection to ANWB's data warehouse, factual data such as membership type, demographic or transactional data is enriched with real-time behavioral and preference data, resulting in a wealth of data insights over time.

ANWB is now at a point where a data model calculates the 'next best action' for a specific profile. When an online visitor is identified, an offer is calculated for this profile by the next best action model.

BlueConic retrieves the NBA from an API, pulls related content from the CMS, Bloomreach, then delivers the NBA onsite via a BlueConic dialogue.

This enables real-time omnichannel next best action marketing – across their app through email, call center, retail shop, and even their magazine 'Kampioen.'



Results

Next-level personalization

ANWB takes personalization to the next level with out-of-the-box [connections](#) in BlueConic, enabling first-party data activation in CRM and Analytics and Modeling platforms. By introducing offline and online 'next best action' marketing, the ANWB went beyond its 360-degree customer view and served personalized target group messaging based on unified profile data. BlueConic's central profiles and activation allows them to coordinate over 400 tailored messages.

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Relevant cross-selling and upselling increases sales

Through personalized cross-sell and upsell campaigns, ANWB increased its conversion rates. The upsell campaign focusing on members who subscribed to Dutch roadside assistance led to a significant increase in sales of additional European coverage. To be exact, 25% of members who clicked on the personalized message converted to European coverage.

The careful selection of cross-sell and upsell campaigns thus brings a tremendous pay-off, especially considering that ANWB didn't

discount its products in any way. Its conversion growth was realized purely by offering relevant promotions based on anonymous customer data.

This success has urged ANWB to expand the number of cross-sell and upsell campaigns even further. Besides roadside assistance, the association will also offer trips, credit cards, and insurance via these campaigns. ANWB will be using BlueConic for more channels than just the website. This multi-channel leap is possible because BlueConic is technology agnostic, allowing it to cooperate with various platforms and systems.

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BlueConic not only helps us to personalize the website, but it also gives us insight into the behavior and preferences of our members. We can also use this data on our other channels, resulting in a more relevant customer experience leading to increased conversions and higher customer satisfaction.'



Lisette Gouda
Team lead Personalized Marketing

ANWB & GX

ANWB has partnered with GX since 2012. Our partnership is built on providing strategic and hands-on support, reinforcing ANWB's data skills with our business consultants, solution architects, and data scientists. We have achieved several milestones together in ANWB's journey toward personalized marketing.

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As the only Platinum BlueConic partner in the EMEA region for more than a decade, we have optimized and personalized digital channels for many organizations. Our agile way of working makes us adaptable to new situations, enabling us to achieve positive results within a brief timeframe.

**Want to know
more about GX
and our services?**

Get in touch or visit [our website](#)



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