

Case study: **DB** SCHENKER

Process optimisation through automation for Schenker Australia Pty Ltd



Introduction

Initial Situation

Schenker Australia Pty Ltd's current email marketing solution involved a high level of manual handling prior to each mail blast out.

- Manual import /export of recipient data prior to each send out
- Manual html programming
- Manual bounce management
- Manual profile management

Goals

- To automate current time consuming manual processes for email marketing
- Maximise time efficiency to create, test & send email marketing campaigns
- To receive Real Time information & reporting statistics to act on any key data immediately

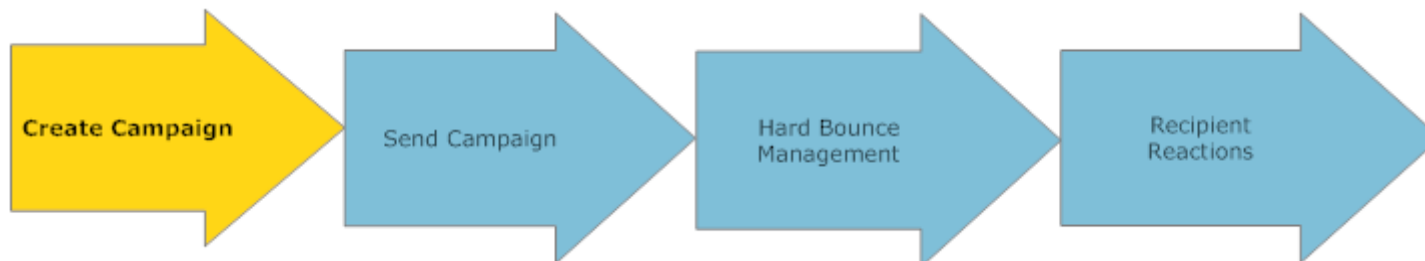
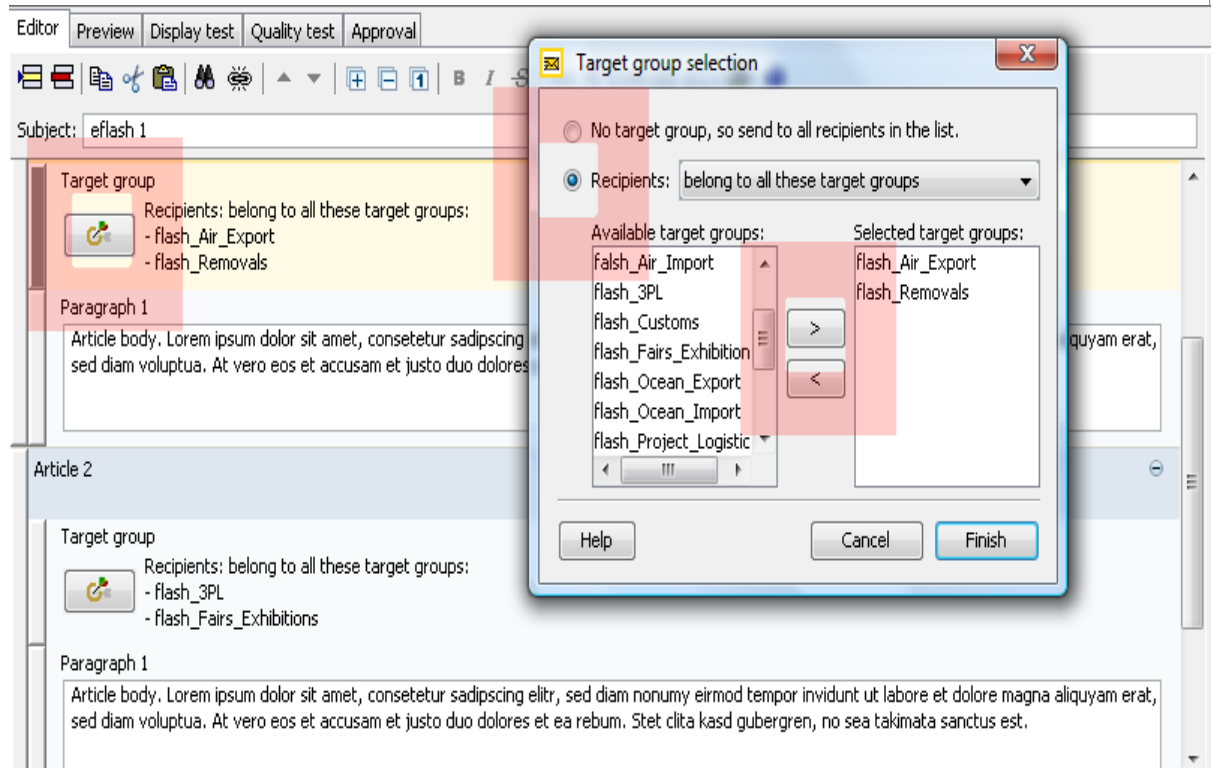
Import /export of recipient data

- **Problem**

Prior to each campaign / newsflash data was exported manually from the previous send out and replaced with new recipient data which was manually imported ready to be dispatched.

- **Solution**

Target groups were created with in Inxmail Professional. Providing Schenker Australia Pty Ltd with a functionality to simply select their specified target group for their campaign / newsflash and send out immediately. The database is all managed with in Inxmail.



html programming & real time response rate

- Template design requires less HTML programming knowledge
- Optimised in Lotus Notes, Outlook and all free mailers
- One campaign with many articles with only the intended articles received by the respective target group
- Real time news flash & statistics displaying in one comprehensive view recipients likes & dislikes
- Wider spectrum of possible content

[Cannot see the images? View as Webpage](#)



DB Schenker in Australia and New Zealand | eNEWS

Issue: November 2009

Dear Carola,
Enjoy reading our latest news. If you wish to receive further information on any of the topics, please don't hesitate to contact marketing.au@dbschenker.com

DB SCHENKERprojects

DB Schenker wins Gorgon AUD 590M integrated logistics services contract

DB Schenker was awarded the international and domestic Australian "Integrated Logistics Services" (ILS) contract by Chevron Australia to transport material and equipment on a global basis for the Gorgon Project. The ILS contract for the Barrow Island LNG Plant is estimated at AUD\$ 590 Million over four years...

[more >](#)

DB SCHENKERarts

DB Schenker moves Dennis Hopper exhibition Down Under

Schenker Australia Pty Ltd and The Australian Centre for the Moving Image (ACMI) have renewed their logistics partnership for 2009/2010 including world famous exhibitions such as the Dennis Hopper and the New Hollywood being displayed in Melbourne from 12 November 2009 until 25 April 2010...

[more >](#)

DB SCHENKERairs&exhibitions

Industry News

Air Freight News

News update on airports, services, fuel surcharges, etc.

[more >](#)

Ocean Freight News

News update on ports, services, BAF, etc.

[more >](#)

Customs News

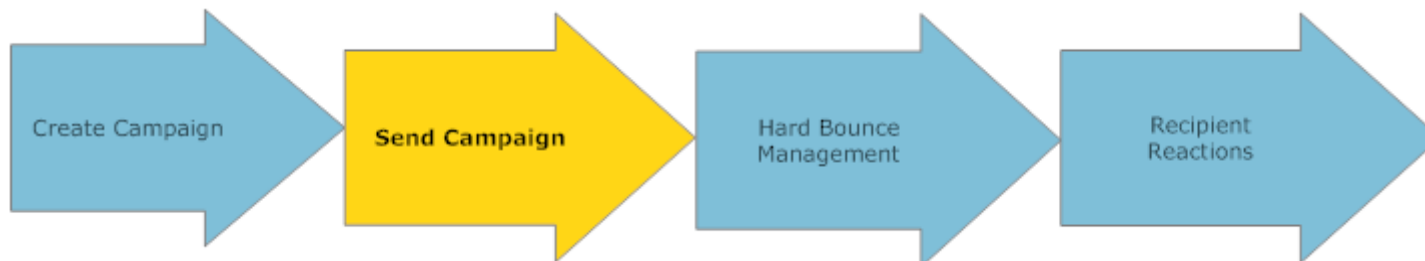
News update on tariffs, general market news, etc.

[more >](#)

DB Schenker World

DB Schenker Magazines

For further information on the DB...



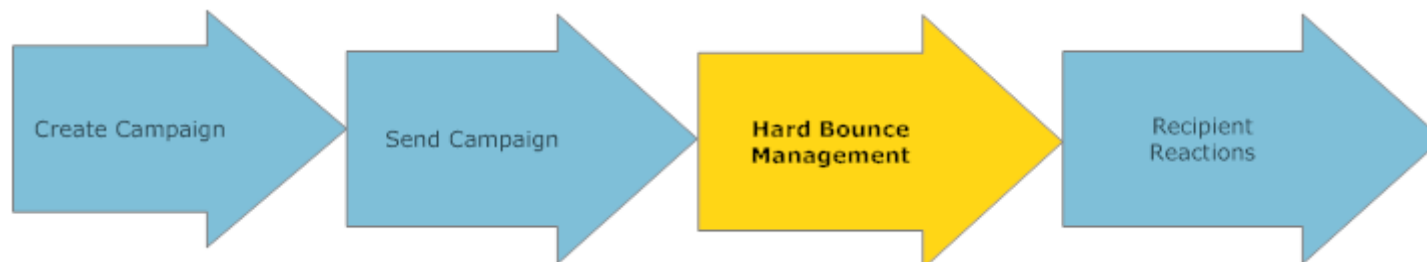
Bounce management

- **Problem**

Schenker Australia Pty Ltd have 8 different database managers across Australia & New Zealand. When an email bounce was received it would be manually exported and sent to the respective database manager within Schenker Australia Pty Ltd.

- **Solution**

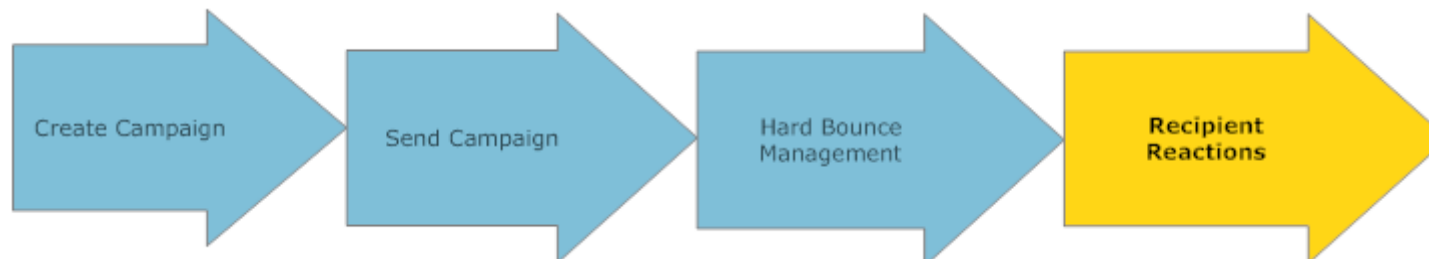
Once a hard bounce occurs Inxmail would act upon this in real time and export the recipient data automatically via email to the correct database manager through out Australia & New Zealand. The database manager could then access this data via a secure link to the profile page to act on the recipient data accordingly.



Profile & Subscription management

- Profile pages accessed via secure login
- Integrated subscription forms to Schenker Australia Pty Ltd website
- Most recent newsletter automatically received when subscribe

The screenshot shows the 'Schenker in Australia & New Zealand' website. The navigation menu on the left includes: Services, e-Schenker, Company, News, Photo Archive, Board, Newsletter (highlighted), e-Schenker news, Newsletter, Events, E-mail Service, Career, and Environment. The main content area is titled 'Online Subscription Page' and contains a form for registration. The form fields are: E-mail* (matt.mccourt@inxmail.c), Firstname* (Matt), Lastname* (McCourt), Company* (Inxmail Australia Pty Ltd), Position* (Director Sales & Market), and my DB SCHENKER location (NSW). Below the form, there are two checkboxes for opting into 'Monthly eNEWS' and 'eNEWSFLASH'. A contact information box on the right lists Carola Jonas, Marketing Manager AU/NZ, with contact details and a 'Send email' button.



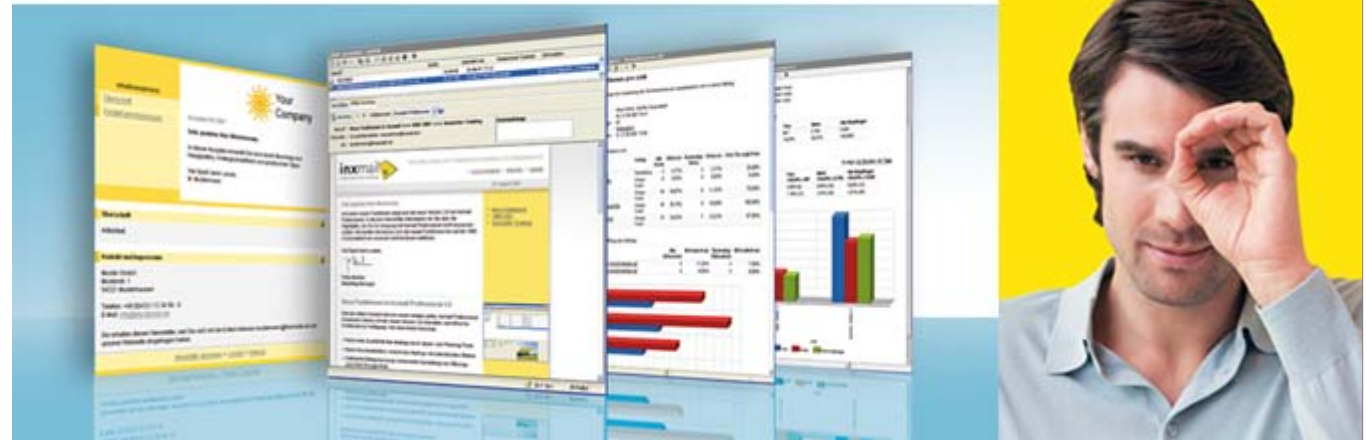
Benefits for subscribers and Schenker Australia Pty Ltd

Subscriber benefits

- Immediate information about recent news events
- Targeted relevant news/updates
- Enrich profile data online to receive highly personalised mailings
- Immediate update on last newsletter issue when subscribe

Schenker Australia Pty Ltd benefits

- Optimisation of internal resources time and work load
- Increased turn around time of campaign generation and deployment
- Real time recipient list optimisation through automated bounce management
- Real time reporting of key statistics that can be acted upon immediately



Thank you.

