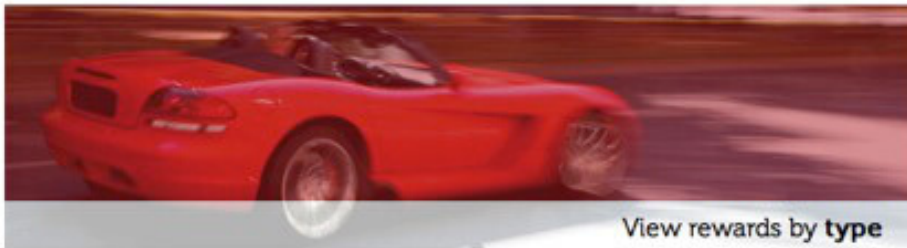




Make yourself comfortable...



CASE STUDY

FUJITSU COMFORT CLUB

The Brief...

The Fujitsu Comfort Club was designed so that our client could get closer to their customers. As they sold mainly through a distribution network, they felt they were disconnected from their installer customer base, couldn't impart news or new product information easily, and also couldn't influence sales... so The Comfort Club was born!

Results...

We managed to capture almost 100% of the UK a/c installer base with over 70% engaging with the programme regularly. Millions of £'s in points were processed yearly with BIG Bright Ideas managing all elements, including gifts dispatch to all customers.

So successful, it formed the base for Fujitsu to start selling directly.



Online shop with over 250 gifts to redeem

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