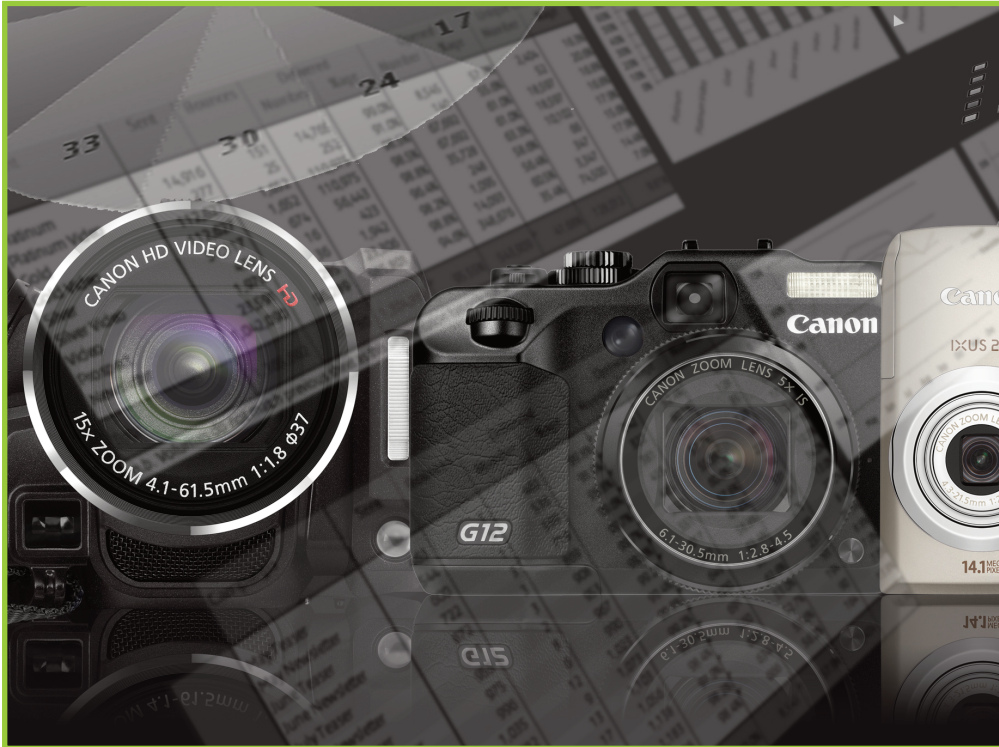


B2B Customer communication programme

Enabling Canon to support professional photographers



AHK has worked with Canon for over 15 years, consistently delivering high levels of creativity and effectiveness to both the B2C and B2B sectors of the business.

The Situation

Canon needed a means of serving and communicating with professional photographers and agencies who rely on their Canon imaging equipment for their job.

Solution

CPS is Canon's service and support programme for professional photographers and image agencies and so forms the basis of the relationship with the company's most valuable consumers. It offers members a central point to keep

track of their Canon products (they are likely to have many, each worth thousands of pounds), accelerated servicing and personal support at important events. It also allows Canon to communicate to targeted groups within the database.

AHK interviewed all stakeholders and interpreted their requirements to create a Proof of Concept model. Using Agile Methodology, we developed a solution for a datacapture, admin and database system that worked seamlessly across multiple service levels that recognises both individuals and agencies. Members access information relevant to them, whilst Customer Managers at Canon use the system to understand more about their customers. A communications module converts this knowledge into targeted emailing campaigns.

Freelance agency work forms a large part of professional photographers' business. The system is able to attach and remove photographers and their equipment from agencies so that their level of support can be matched accordingly.

Result

Replacing an existing system, AHK's solution has successfully been rolled out across Europe and now includes additional functionality that connects to the Service Department. This means that top customers are recognised from the moment they enter the support centre and are treated accordingly.

Client: Canon Europe

Skills: Database build, project management, strategy.

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.

© AHK: please do not reproduce without permission of Anderson Hearn Keene Ltd