

# FINANCIAL SERVICE INSTITUTIONS CASE: ALKA

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## ABOUT

ALKA Insurance, founded in 1903, is one of the top five insurance companies in Denmark with approximately 400 employees located at its head office and call centers.

ALKA is the trade union movements' insurance company and is owned by Danish employees' interest groups.

More information: [www.alka.dk](http://www.alka.dk).



## QUOTES -

*"The solution has significantly contributed to ALKA being chosen 7 times as the insurance company with the highest customer loyalty."*

*Kenneth Friis, Loyalty Manager, Alka*

## ABOUT CDM

**CDM A/S is a danish owned software company and Microsoft Gold Certified Independent Software Vendor (ISV) Partner.**

CDM's business focuses on IT and business development. We help our customers to identify the potential for improvement and to realize it.

We collaborate closely with customers, frequently at their own workplace, to get a better feeling for their business and provide the best possible advice based on dialogue. Creating value for our customers from day one is the essence of our business.



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## THE CHALLENGE

Alka had a need for a marketing campaign system that could,

- give customers a unified experience of the company's brand through multi-channels
- Generate leads
- Inform about news

## METHODS

The system should be designed to :

- Handle Event Driven Marketing
- Embrace advanced target group management
- Communicate through Multi-channels :
  - HTML e-mails
  - SMS
  - Direct mail
  - Outbound telephony



## SUCCESS CRITERIA

Campaigns are central to any marketing function, and CDM Advanced Campaign Management is a strong and indispensable tool for customer and market analyses, launching new products, generating leads, and managing the marketing resources

## OUTCOMES

CDM Advanced Campaign Management optimize and automate all your marketing campaigns

The Advanced Campaign Management system helps plan and execute even complex campaigns. At the same time, you are enabled to optimize the response and results of your campaign

## RESULTS

**The main purpose with the CDM Advanced Campaign was to increase the customer loyalty, and that has paid off. According to an analysis of the Danish Customer Index in 2006, Alka's are the most satisfied and loyal insurance customers.**