

Uniqodo

CASE STUDY

Affiliate channel administration costs slashed for EE Perk

EXECUTIVE SUMMARY

To expand their affiliate channel activity for mobile contracts, EE launched an employee benefits scheme - EE Perk.

Business clients whose staff register for EE Perk receive a 20% discount which they can pass on to five friends or family members; EE employees are eligible for the same offer.

Prior to EE re-branding, there was Orange Perk - an equivalent proposition which offered a discount for pay monthly contracts via generic, multi-use codes. Unfortunately, this promotion was frequently abused because the codes ended up being shared publicly, making it impossible to control their usage and measure results. Widespread leakage became so disruptive, EE was forced to withdraw some of the codes completely, with their affiliate team finding it too much of a challenge to track true results.

Implementing Uniqodo has led to:

- Over 95% less time spent on administering the EE Perk exclusive offer codes
- Extending EE Perk from online-only to being available in EE stores and customer service centres
- Increased numbers of business clients offering the EE Perk to their staff
- More time for defining affiliate and digital sales strategy



"We chose Uniqodo because no other supplier could do what we needed. When I talked to Uniqodo about our challenges with multi-use codes, it was clear they recognised our challenges from other retailers they'd worked with and understood the Affiliate Window model.

They'll go the extra mile to solve your business challenge and they're honest - they'll very quickly tell you whether they can help and they've simplified the whole digital portal for our business clients."

Sachin Thanki,
EE Performance Marketing Manager

CHALLENGE - A HIGHLY COMPETITIVE, PRICE-DRIVEN MARKET

EE Performance Marketing Manager, Sachin Thanki, manages their affiliate offers with current partners while sourcing new partners - to achieve monthly and quarterly digital sales targets. He explains,

"Customers want the cheapest contracts with the highest amount of data, so the market for mobile communications is extremely competitive and price-driven. Yet we need to create digital offers which align with our positioning as a premium brand."

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The EE strategy to expand EE Perk was a success, increasing their client base rapidly to 1,500.

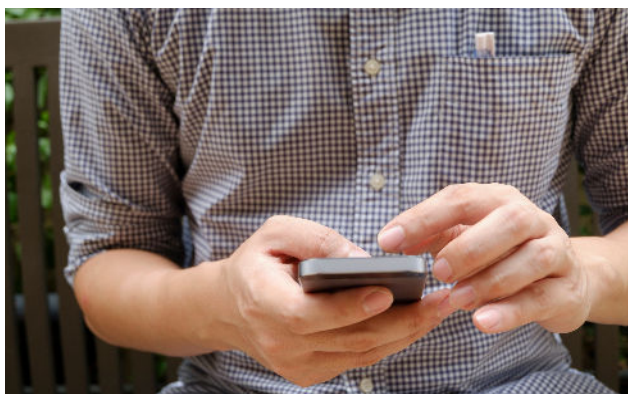
But, prior to working with Uniqodo, the team had to make product updates and changes to the system manually, which placed a large administrative burden on them.

SOLUTION - EASY TO ADMINISTER DISCOUNT CODES

Fortunately, Sachin knew Uniqodo had experience of solving this type of challenge for retailers and first approached them about it at an industry event. EE Perk was originally built as a digital exclusive, which business clients could only sign up to via EE's online affiliate platform.

To overcome this constraint, Uniqodo designed and coded an extra layer to their system which helped EE to restructure how multi-use codes were being allocated to each partner. They now have one simplified list of partner products and can generate large batches of secure, single-use codes on an ad-hoc basis for each.

When they want to update the product or change the pricing, there is zero impact on, or change required by, the publishing partners.



"By re-launching our EE Perk platform, we can offer our business clients an exclusive discount to enhance their employee benefits scheme to attract, retain and reward their staff.

I'd recommend Uniqodo because they absolutely know their stuff."

Sachin Thanki,
EE Performance Marketing Manager

IMPACT OF IMPLEMENTING SINGLE-USE CODES - 95% OF COSTS REMOVED

With the former EE Perk platform, it was taking two people up to ten days of work to make product changes and pricing updates on over 1,500 partners' multi-use codes.

With Uniqodo, EE can make changes almost instantly, removing more than 95% of the administration overhead.

EE has also enabled customers to redeem codes in 600 stores as well as via their customer service call centres, making it simple for their customers and resulting in an omnichannel approach to their perk scheme.

Tracking sales and attributing them to a campaign, affiliate channel or business client is now much easier. Instead of spending time managing updates, Sachin has time to be creative with the strategy and marketing to source new partners for the offers.