

Diversity | Customer
Management

VELUX®

Informed, insightful, innovative – strategy nets strong results for VELUX.

100%

early adoption rate

17%

up on target month
by month

60+

hours of in-person
target audience
research

**“Installers are at the
heart of our business and
deep sector expertise made
Diversity Customer Management
the ideal partner to help launch
a programme built around real
installer needs.”**

Steven Smart, VELUX B2B Marketing
Communications Manager



Delivering insight, originality and lasting value was key to the success of Diversity Customer Management's (DCM) strategic planning and management on this marketing project for VELUX.

To launch its new engagement platform, supporting professional growth in the UK installer community, VELUX needed a construction marketing agency with in-depth knowledge of its audience. And this expertise had to be coupled with structured, effective and proven planning.

Combining its already strong market understanding with bespoke research, DCM developed a deeply informed marketing strategy. Careful planning produced a phased strategy, with a clear channel hierarchy and tiered comms approach to follow for marketing campaign activity.

Demonstrating alignment between insight, strategy, and delivery, the campaign has delivered strong results, and DCM is now supporting VELUX with the global roll-out of its engagement programme.

visit diversitycustomermanagement.co.uk