

Diversity | Customer
Management

VELUX®

Exceptional engagement delivered for new VELUX loyalty programme.

Launching VELUX's enhanced engagement platform to the UK installer community needed sector specialists with a fresh approach.

And VELUX had confidence that expert construction marketing agency, Diversity Customer Management (DCM) could deliver outstanding results.

Their go-to-market campaign had to support meaningful, long-term engagement between VELUX and its installer audience.

Using in-depth research and marketing expertise, the DCM team shaped new ways of reaching hard to engage audience segments.

Curating a phased launch and a tiered contact model enabled DCM to switch on new adopters and boost scheme interaction.

The campaign has achieved exceptional adoption figures and enhanced partnership-based loyalty with the VELUX brand. DCM is now supporting VELUX with the global roll-out of its engagement programme.

"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

100%

early adoption rate

17%

up on target month
by month

60+

hours of in-person
target audience
research

visit diversitycustomermanagement.co.uk

