rapport 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

> "Installers are at the heart of our business and deep sector expertise made Rapport 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 Rapport Customer Management's (RCM) 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, RCM 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 RCM is now supporting VELUX with the global roll-out of its engagement programme.