VoiceObjects

i'm lovin' it

Customer Reference Story



Successful Campaign Kickoff for German professional soccer club – 1.FC Köln

The promotion at a glance:

- Quiz game with popular player
- Goal: To win new club members
- Automated call handling
- Thousands of enthusiastic callers

Benefits:

- Quick ROI
- Easy generation of customer data
- Addressing specific customer segments to ensure high response rate
- Emotionalizing advertising messages

Winning new members with an intelligent voice application

And who's the best person to talk to fans?

German national team player, Lukas Podolski



1. FC Köln is on the upswing, and with Lukas Podolski it also features one of the shooting stars of Germany's national team.

So what makes more sense than to use Podolski's popularity for a campaign that will not only attract new season ticket holders, but will also generate new club members?

The Challenge: There are probably more different types of fans and spectators for 1. FC Köln than for any other club in the German professional soccer league. Each target group is considerably more difficult to reach via conventional media – at least on a reasonable budget. Add to this the fact that emotions are important in creating enthusiasm, especially in the sporting arena. It is difficult for conventional media to transport these emotions, which connect true fans to "their" club.

Sought: An emotions transporter that works for every type of person.

The Idea: Let the fans talk to Lukas Podolski. Needless to say, this likeable young star was immediately ready to give his best for his club. Just one hitch, soccer professionals have to practice and can't just hang around the phone all day. So another solution had to be found, an automated Lukas Podolski so to say.

The Solution: A hotline with an automatic intelligent voice application. In the record time of just two weeks, the project was implemented by VoiceObjects and VoicInt on the basis of VoiceObjects , and was set up in just a few hours on the voice web portal within the T-Com network.

Lukas Podolski had to record 68 different dialog parts (known as prompts) in the studio, so that he would be perceived as an authentic and "live" discussion partner for the quiz game. Along with season tickets and other attractive prizes of 1. FC Köln's merchandising, participants could also win a meal with the popular player.

The game was designed along the lines of popular quiz shows and the caller had to answer three soccer questions. With one wrong answer, however, the caller would get a second chance in the spirit of fair play. The "automated" Lukas Podolski even proved he has a good sense of humor as hesitant players were told, "Just take your time, I'll give you another couple of seconds." Callers who became offensive were penalized with verbal red and yellow cards, like, "You can go take an early shower", as the impolite caller was cut off.

"Perfect brand message communication."

Lars Nierfeld,
Marketing & Merchandising Manager
at 1. FC Köln

The customer data (audio file of name and the corresponding telephone number) generated by the game was provided by Invitel for post processing via an outbound activity as follow-up for 1.FC Köln to generate new club members and sell season tickets.



Found: Thousands of enthusiastic fans.

The Result: Female fans in particular could hardly resist getting on their cell phones, with some calling the hotline number up to 12 times a day, proof of how well emotions can be stimulated by voice applications. "Our technology is perfect for setting up emotional dialogs and therefore for communicating brand messages. The Lukas Podolski example shows how his positive image can be marketed and being capitalized on", says Oliver Hirzmann, Sales Manager at VoiceObjects AG.

Even before the promotion was completed it was clear that it had been a complete and absolute success: The goal was achieved in full and with little cost. "We couldn't be happier about being the first German professional soccer club to offer an interactive telephone prize game with our shooting star, Lukas Podolski. The natural-sounding dialogs perfectly communicate 1. FC Köln's emotional brand message. The response of our fans shows that they really get the feeling to be part of the 1.FC Köln. The automated voice application allows us to utilize and market Lukas Podolski's positive image", says Lars Nierfeld, Marketing & Merchandising Manager at 1. FC Köln.

The hotline offer was announced through the two channels where it's practically impossible to miss potential 1. FC Köln fans: Via the club newspaper, the "Geißbock-Echo", and through the 1. FC Köln cooperation partner, McDonalds, where the fans found the invitation to the prize game on their paper tray mats in the restaurants in the Köln area.

Goal achieved: Voice applications are the media of the future.

The promotion even attracted a lot of interest from other media, the best example here being the "EinsLive" spot, where a radio station picked up and presented the quiz on breakfast-time radio where a speaker ecstaticly proclaimed , "What a cool game!". "Giga TV", an Internet and television broadcast, also promoted the quiz both online and live on television.

The advantage of such voice applications for every kind of company lies in its unmatched flexibility and easy integration in existing IT structures. This not only guarantees investment protection, but also a fast ROI with low investment.

"The use of automated solutions with authentic voices, like the one used here in the 1. FC Köln campaign, represents a new standard of quality for agencies and advertisers in winning over customers. Emotional brand experiences and the high degree of interaction generate added value for enterprises enabling efficient, unobstructed customer management", adds Bonnie Crater, SVP Marketing at VoiceObjects.

VoiceObjects

VoiceObjects is the phone application server company. VoiceObjects works with carriers and enterprises around the world to deliver a personalized customer service experience to more than 500 million callers every year. VoiceObjects Server, the company's flagship product, supports phone-based applications at more than fifty leading companies, including Adobe, T-Mobile and Volkswagen Financial Services. For more information, please visit www.VoiceObjects.com.

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