

Innovative Marketing Tool for European Opel Dealers

Deutsche Post DHL and Mehrkanal Develop an Integrated Solution for Opel/Vauxhall Europe for Controlling the Central European Customer Dialog

Essen, 11/21/2012 – Deutsche Post DHL is taking over the entire trans-European control of the international CRM for Opel/Vauxhall Europe (OVE) for the After-Sales Division, and is relying on the innovative Aftersales Marketing Tool from Mehrkanal, one of the leading providers of Marketing Management Systems with its registered office in Essen.

The new marketing platform was developed exclusively for European Opel dealers according to special customer requirements, and is to be used initially in the after-sales division. To this end, Deutsche Post DHL, in cooperation with Mehrkanal, will provide an individual customer mailing tool for designing and implementing target-group and subject-oriented mailings. The initial implementation phase encompasses seven countries.

The centralization of project management and the integrated control of international customer mailings via Deutsche Post are expected to create maximum synergies for the individual subsidiaries and the European dealers. The objective here is to simplify processes, relieve dealers of administrative duties, and generate long-term cost benefits while maintaining uniform high quality.

In addition to central fulfillment for all participating countries, including production and the international dispatch of aftersales customer mailings, the range of tasks also includes the conceptual construction of a uniform European online platform for all Opel subsidiaries and their dealer networks, including all IT interfaces for both internal databases and external service providers. Deutsche Post will function as a general contractor, and through its resources ensure comprehensive project management and the commissioning and coordination of all project partners.

Germany, Portugal, and Greece are the first countries already using the new tool. Denmark, Hungary, and Turkey are ready to go, with preparations for rollout to additional markets currently underway. The new customer mailing system enables Opel dealer operations and Opel service locations to implement their European-wide campaigns on site in an efficient and targeted manner. The advertising materials offered are individualized by means of a large selection of specific service offerings and topics, which increases the data quality of the customer information through additional modules, such as automated address correction. The mailings are then produced with country-specific criteria and delivered by Deutsche Post directly to the various countries.

In order to ultimately meet the requirements for an integrated CRM cross-medially via all media, the system functions are continuously being expanded. All relevant media (e-mail, SMS, online banners, SEM, etc.) are adapted modularly to Opel requirements and connected to the existing system.

“By controlling Opel/Vauxhall Europe’s Central European customer dialog online and offline, we are continuing to further expand our position as a provider of holistic customer solutions. By commissioning and incorporating the marketing management system of Mehrkanal, we are expanding our existing portfolio by adding an important component“, explains Dr. Kai Böttcher, Automotive Sales Director of Deutsche Post.

Deutsche Post DHL, a worldwide leading postal and logistics group, offers its customers both easy-to-manage standard products and customized, innovative solutions – from dialog marketing to an industrial supply chain. With approximately 470,000 employees in more than 220 countries and territories, Deutsche Post DHL achieved sales of about EUR 53 billion in 2011.

The Essen-based agency Mehrkanal has been working for numerous automotive and commercial vehicle manufacturers such Peugeot, Ford, Kia Motors, Dacia, and Hyundai for a number of years now – on the German market as well as on the European level for many vehicle brands, and it is, through comprehensive project management for Opel/Vauxhall, an important partner for Deutsche Post.

“We are very pleased to have gained another strategically important customer through our cooperation with Deutsche Post. Thanks to the collaboration with Deutsche Post and Opel in several European countries, we can again put our international competence and our experience from the automotive industry to the test, as well as further expand them. Through these achievements, we become a competent partner in the realization of innovative solutions in customer contact management“, explains Christian Behne, Managing Partner of Mehrkanal GmbH.

About Mehrkanal:

MEHRKANAL is one of the leading suppliers of marketing management systems, based in Essen. The company is specialised for establishing, leading and integrating brands in and via the internet. Due to the close networking and the interaction of web-based tools, Mehrkanal optimises marketing and sales of numerous internationally operating brand manufacturers. The customer portfolio includes companies as Peugeot, Ford, Kia Motors Europe, Jaguar, Land Rover, Renault, Dacia, Deutz-Fahr, Intersport, Claas, Stihl, Iveco, Pirelli, Hyundai, and Tamaris.

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