

Case Study - Pfizer

Challenge

Nicorette were looking for ways to:

- Incentivise the customer to quit smoking/use Nicorette products
- Interact with the customer
- Reward the customer for quitting
- Position Nicorette as being supportive and caring
- Reward and encourage brand loyalty

Solution

“Get Set with Nicorette Loyalty Program”

Create a highly supportive rewards program that would offer the interactivity of a live operator option whilst covering operational costs through the revenue generation of a 190 number.

The IVR platform was built to facilitate recorded voice services, multiple menu options, switch to live operator option, caller queuing system and the points redemption system.

The redemption program is promoted through the www.getsetwithnicorette.com.au website and by participating pharmacies. The website was designed to motivate and excite, and acts as a secondary support system with answers to an extensive list of FAQs.

The type of rewards on offer are broad in appeal, reinforcing the positive lifestyle choice quitting smoking represents.



Results

The campaign has, to date, been embraced by the consumer and continues to operate.

To date, the results of the program have been:

- Over **6,000** calls in **7 months**
- Significant **cost recovery** through 190 call revenue
- Over **4,200** customers joined in the first **7 months**
- Campaign growing at an exponential rate

