

forfront

e-shot.net  we make it simple
EMAIL MARKETING



“Over the course of the next year the project proved to be an unmitigated success.”

BARCLAYS USE E-SHOT TO IMPROVE OPERATIONS

The Problem

In 2011 Barclays PLC faced a difficulty. They regularly sent to all their employees containing important information. This included topics such as policy changes, company updates, new services and product details amongst a wide variety of other useful material.

However, the bank had very little idea how many of their employees were reading and interacting with the emails. This meant they were unable to understand the efficiency of their internal communication.

This posed a large problem, particularly when the messages contained vital information that they needed to ensure people were receiving and reading.

Barclays wanted to embark on a year-long project to study and analyse the long-term trends in the responses to their emails.

They needed a way to visualise how recipients were reacting to every message for a prolonged period of time, so that they could decide whether they needed to modify their internal communications strategy.

The Solution

In their search for a solution to this issue, Barclays approached Forfront. After articulating their requirements, it was agreed that the best way to proceed would be to use Forfront's e-shot™ email marketing system.

Barclays created their own emails in-house as usual, making use of e-shot™'s HTML upload feature to easily get their messages ready for delivery, but the crucial benefit was e-shot™'s array of intelligent reporting features. Over the course of the next year the project proved to be an unmitigated success.

Barclays' problem was completely addressed by Forfront. For the first time, Barclays were able to carefully study and monitor their employees' interactions with every email. Far more than simply seeing who had opened a message, they were able to study which links had been clicked

*Forfront Ltd. is registered
in England and Wales No.
3643637 at Paternoster
House, 65 St Paul's
Churchyard, London EC4M
8AB. Place of business
is: Forfront, Renaissance
House, 32 Upper High Street,
Epsom, Surrey KT17 4QJ*

www.forfront.com

and investigate complete lifecycle histories of every individual recipient.

As a result, Barclays could easily identify the level of participation and engagement their staff were exhibiting towards their essential emails.

About Forfront

Forfront make it simple for businesses to expand and grow, with a repertoire covering software development, state-of-the-art mobile apps, a suite of customisable digital marketing services, website creation, bespoke corporate branding designs, the leading email marketing product e-shot™ and more.

Since 1998 Forfront has grown rapidly year on year, helping thousands of clients including many household names and industry-leading firms while e-shot™ has over 1800 users.

For more information
contact us now on:

T: +44 (0) 20 3320 8777

E: marketing@forfront.com

WWW.FORFRONT.COM

Copyright Forfront Limited 2014