

Multichannel loyalty program generates additional 30 million in parts sales for PACCAR Parts.

Pondres



PACCAR Market to the
MAX Loyalty Program
Best-of-the-Best Program
Winner—Direct Marketing
Xerox Premier Partners
Global Network



PACCAR parts connects with 200,000 transport companies in Europe and becomes preferred partner.

In order to encourage the use of PACCAR parts in DAF trucks, a loyalty program was created to connect truck dealers to end users. The tailor-made mail and direct marketing campaign increased PACCAR parts sales, created a positive brand image for DAF trucks and gathered 90 percent of customers' truck information.

Challenge

After acquiring DAF trucks in 1996, PACCAR parts set a goal to become a market leader in Europe. PACCAR started a loyalty program that was already successful in the U.S. Paccar, Draft FCB and Pondres worked closely together in this campaign of email marketing, direct marketing, distribution and all point-of-sale material for truck dealers. Pondres was engaged because of its outstanding performance in the direct marketing industry, especially in full-color variable data printing.

DAF truck owners were using third-party parts. DAF needed a way to promote use of PACCAR parts both for their own trucks and for trucks of other brands. DAF needed to create engagement throughout the distribution network and to reach the end user in 15 European countries through an email and direct marketing campaign. Because of the many different dealers, DAF had to develop a system where materials were customized to each dealer.

Solution

Draft FCB built a custom web-based content management system that allows DAF truck dealers to create a custom brochure. Dealers can log into this system and select 20 PACCAR products to feature. Pricing between the minimum and maximum price set by PACCAR can be selected, along with the correct language.

The dealers can also include their personal contact information, custom messaging and images. Once complete, Pondres is able to pull the files from the system. Every six weeks Pondres sends out 200,000 mailings in 16 languages to 375 truck dealers divided over 15 countries.

In order to print the personal addresses of the dealers and the variable elements, the brochures are produced on the Impika™ iPrint Reference. The iPrint Reference was the right fit because low distribution costs were necessary and production only took 12 days.

“We are blessed with a wide number of supportive people from Xerox and we have a real partnership with them.”

—Leo Harpe, Manager, Client Services

Results

This campaign positioned DAF trucks as reliable and drove customers to DAF dealerships. PACCAR achieved substantial additional parts sales as a result of this multichannel loyalty program. After three years, a questionnaire was mailed to dealers and owners within the program.

Pondres

Pondres is an independent data-driven marketing organization located in the Netherlands. All of their services are done under one roof, where they guarantee excellent quality in cross-media dialogue marketing, print, direct mail and e-fulfillment.

pondres.com

Over 90 percent of owners returned the questionnaire with information about the trucks they have from DAF as well as their trucks from competitors. This makes DAF one of the few truck companies in Europe that knows exactly which trucks each owner has, and that will have an impact on future marketing campaigns.

As a result of this program, PACCAR is connected with 200,000 transport companies in Europe and DAF dealers are positioned as the preferred partners for parts and service. The PACCAR loyalty program has played a key role in DAF's market leadership in Germany and Eastern Europe, where both market positions are only getting stronger.