



**Powerful and Convenient**  
eMail Marketing Tools for your Enterprise



## Case Study – Dell Computer Keeps Customers Under Warranty to Drive Revenue and Customer Satisfaction

Dell is the world's leading computer systems company. They design, build and customize products and services to satisfy a range of customer requirements. The company does business directly with customers, one at a time, and believe they do it better than anyone on the planet. Key contributors to high customer satisfaction are warranties and support. The company communicates to over 500,000 customers each month to make sure they're apprised of their warranty status and expiration date. A reliable email system that can handle large volumes, particularly when populating over 50 items of customer-specific data on the fly, is a must.

### ▣ Program Objectives

- Notify customers 30, 60, and 90 days before warranty expiration
- Confirm, to each customer, which Dell computers are due for warranty renewal
- Send 500,000+ emails over a two day period
- Make it simple for customers to purchase warranty extensions.
- Retain customers by extending the current business relationship

### ▣ Challenges

Fast, meticulous execution: Lists with over 50 fields of data are pulled at the last minute  
Compiling a matrix of up to 50 pieces of information for every customer into each email  
Reliable delivery: Warranty and renewal information are critical to Dell customers.

### ▣ Solution

Dell's warranty marketing team effortlessly loaded hundreds of thousands of customer records and broadcast messages containing customers' registered computers systems warranty information. BridgeMail System's horsepower and ease-of-use made a one day turn on time sensitive messages to new lists possible.

### ▣ Results

Dell consistently realized open rates, typically above 50%, and consistently met their quarterly sales quota.