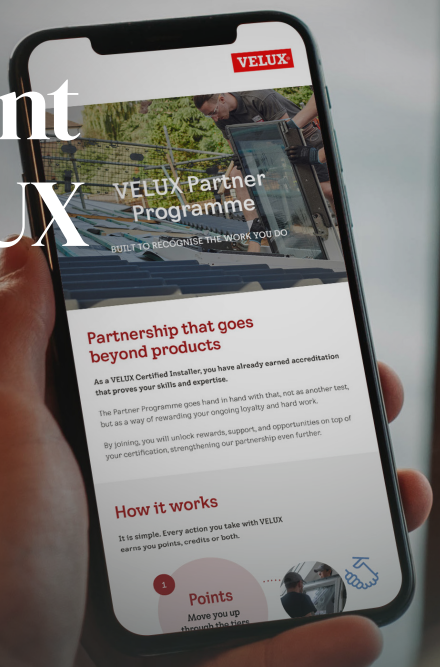
rapport CUSTOMER MANAGEMENT | VELUX

Exceptional engagement delivered for new VELUX loyalty programme.



Launching VELUX's enhanced engagement platform to the UK installer community needed sector specialists with a fresh approach.

And VELUX had confidence that expert construction marketing agency, Rapport Customer Management (RCM) could deliver outstanding results.

Their go-to-market campaign had to support meaningful, long-term engagement between VELUX and its installer audience.

Using in-depth research and marketing expertise, the RCM team shaped new ways of reaching hard to engage audience segments.

Curating a phased launch and a tiered contact model enabled RCM to switch on new adopters and boost scheme interaction.

The campaign has achieved exceptional adoption figures and enhanced partnership-based loyalty with the VELUX brand. RCM is now supporting VELUX with the global roll-out of its engagement programme.

> **"Deep sector expertise made Rapport Customer Management the ideal partner to help launch a programme built around real installer needs."**
>
> Steven Smart, VELUX B2B Marketing Communications Manager

100%
early adoption rate

17%
up on target month by month

60+
hours of in-person target audience research

visit rapportcm.com