



Broadsystem aids NiQuitin CQ customers in quitting

Objective

GlaxoSmithKline (GSK) runs a support programme called Committed Quitters as part of the marketing activities for its 'quit smoking' product, NiQuitin CQ. Broadsystem previously partnered GSK in delivering a successful pan-European automated call handling service to support live GSK advisors at times of peak direct response.

GSK subsequently determined to develop and tailor its customer management programme to encourage and support the decision to give up smoking, and to offer highly personalised plans based on the data it obtained on its customers.

Solution

- GSK promoted an online questionnaire to help its Committed Quitters. Broadsystem was appointed to provide a live adviser service as an alternative to this online questionnaire.
- The help line also provides support for NiQuitin CQ users as the 'step down' use of the product in an attempt to reduce the chemical addiction to nicotine.
- Broadsystem trained a Dedicated Team of advisors to understand, empathise with and appreciate the needs of the NiQuitin CQ Program Participants.
- Advisers are trained to provide guidance to smokers who relapse following their programme.
- Broadsystem also supplies a call back service at times of peak response, such as New Year, when resolutions are made, and support is most necessary.
- Broadsystem provides a letter fulfilment service to 'step down' and relapsed customers.

Results

- Broadsystem has handled over 25,000 enquiries to the live help line.
- Data from both telephone and online communication channels is now used to provide respondents with highly targeted and individually customised planning packs to encourage smoking cessation.
- Based on the success of the NiQuitin CQ campaign Broadsystem is currently embarking on a follow-up customer call service for GSK. Those customers who opt in to be contacted following their receipt of quit planning packs, are questioned on their levels of success. Data used to provide further insight into the success rates of the packs across database segments according to age, sex, geo-demographic profiles and smoking levels.