

Bridging the gap between
Business and Technology

Custom software specialists since 1997



Technology:

MS Visual Studio 6

Project size:

3 man-months

Team size:

1 developer, 1 manager

Campaign Groups	
Dates & Indicators	Attributes & M Values
Forecast Response Percentage	8,545
Forecast Response	3,211
Actual Response	2,815
Applications received	2,815
Backlog brought forward	46
Returned to Customer	2,842
Total applications to process	2,736
Total applications processed	2,736
Backlog	106
Pending	39

"Blueberry took a prototypical approach to design, and supported the client from the early stages of determining its requirements right through to the deployment of the finished system."

Martin Green, M.D.



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Barclays Bank

An Automated, Multi-User Campaign Management System For Barclays Bank PLC

The Client

Barclays Bank Sales Development Team had an inefficient manual system for managing the overall demands made on internal resources by simultaneous, overlapping promotional campaigns. The bank typically runs around 100 promotional campaigns each year. Each promotion requires a particular set of resources to support it, such as the use of a mailing house, a centre for processing mailed customer responses, a call centre for processing customer telephone responses, and so on. Furthermore, each promotion attracts a different number of customer responses, and some will attract responses more quickly than others.

Previously, details of the campaigns and their predicted Customer Response Profiles were stored in separate Excel spreadsheets. Whenever the Team wanted to predict the total demand on resources they would have to collate complex data from several spreadsheets.

The Challenge

Barclays Bank contacted Blueberry to replace its existing system with an automated system. Initially, the client had very little idea of the form an automated system should take, or of how best to enter details of the campaigns

into such a system. However, it was clear that there was an urgent requirement to start storing details of campaigns in the system as soon as possible.

The Solution

Blueberry designed an integrated system that would hold details of all the campaigns together and generate various reports and predictions automatically.

Blueberry firstly built a fully-working prototype using Rapid Application Development (RAD) tools: Borland C++ Builder for the GUI front end and Quick Report for the reports. This prototype allowed the client to understand better its requirements for the final system, and during further discussions with Blueberry, a design for the final system emerged.

While Blueberry was implementing this system the client was able to use the prototype to store details of new campaigns.

The final system was truly a turnkey system: i.e. SDT staff could sit down and immediately start entering data into the system and produce very high quality reports. It was also a secure, multi-user system, with different users having access to different system facilities.