

How to say “hi” to new customers



Challenge: Global shipping and logistics leader, FedEx, wanted to transform its customer onboarding experience. The goals: create a simpler, more integrated program with a friendly voice; deliver more-robust and relevant online information; and ultimately reduce fulfillment costs.

Solution: The new program welcomed new customers to FedEx under a single creative platform, “Hi,” and offered relevant information to optimize their shipping experience and jump-start their relationship with FedEx. After registering for a new account, customers moved into a communication stream that included personalized postcards or emails, depending on their preference, and a website that quickly connected them to relevant resources by asking, “What do you want to do today?”

Results: A month after the program launched, click-to-open email rates jumped by 220 percent, online welcome kit downloads more than doubled, and online account registrations nearly doubled. The simplified program also reduced printing and fulfillment costs.