

Transactional emails: a source of business productivity

At a time when costs are being streamlined, it has become essential to prioritise communication activities. Before launching customer acquisition campaigns that could put a strain on the marketing budget, why not maximise your time with a high-value form of communication: customer relationships?

Transactional emails, also known as service emails, add to the quality of your customer service. If well managed, they arrive immediately after the internet user has performed a specific action. More than 70% of them are read. A perfect opportunity for marketers to communicate with their customers in real time.

What are service emails?

There are many different types and they encompass all stages of the customer life cycle: registration confirmation, order confirmation, purchase confirmation, payment confirmation, e-invoice dispatch and even donation confirmation, dispatch of tax e-receipts and, of course, confirmation of subscription cancellation.

Whatever the subject, transactional emails are sent a few minutes after the internet user performs a specific action while being aware of the outcome. The email therefore arrives when the recipient is extremely receptive, focused and ready for a rewarding exchange with the advertiser.

As a result, the content of the message should contain high added-value information, which increases the possibility of developing a long and beneficial relationship.

Dynamic content management: one-to-one personalisation for interactive communication. The opportunity to begin a relationship with your customer and lead them to take action

The personalisation of service emails is extremely advanced: surname, first name, postal address, login, password, transaction history, purchase history, personal promotional code. The transactional email is a sure-fire, one-to-one dialogue between the customer and the advertiser.

However, transactional emails are still overly managed by IT departments, and the marketing teams sometimes do not get involved. This is a real missed opportunity for the company, bearing in mind that these emails arrive at a crucial time in the customer relationship.

Involving the marketing department in the management of service emails will put an end to basic text messages, and customer relationships will be enhanced through the addition of real added value.

Dynamic email content management allows models and templates to be easily tailored to the email subject, transforming their transactional messages into a new and profitable sales channel: offering the right deals at the right time, pushing the recipient to the desired call-to-action, offering a promotion directly related to the contact's profile, sending an important message, inserting cross-selling information or creating a subscription push.

In short, the more relevant and customised the information, the more responsive the customer and the easier the act of buying becomes.

Monitoring deliverability – Making sure transactional emails arrive in your customer's in-box and not in their junk mail

The phenomenon of deliverability is annoying enough when dealing with traditional email marketing campaigns, but it can be prove to be a catastrophe when the blocked messages are service messages. What could be more annoying for an internet user than not knowing whether their registration has been accepted? Not receiving documentation they subscribed for? Not receiving a password reminder email? Or not knowing the status of a delivery?

Badly managed deliverability obviously means missed opportunities.

In addition to the quality of the databases used, registration and registration cancellation mechanisms and the message content, it is important to manage deliverability as efficiently as possible, from a campaign management platform that implements, automates and triggers all of the processes linked to transactional emails.

The transactional email is a very valuable asset for the quality of customer relationships and should not be underestimated. It is a marketing lever that should be utilised to attract customers and build customer loyalty. In this time of crisis, before spending money on customer acquisition campaigns, why not start by improving the quality of your customer relationships to build customer loyalty and turn it into a source of productivity?