

Increase Viewership & Generate Network Excitement

This program has been flawless in implementation and operation thus resulting in a dramatic increase in customer satisfaction for the client.

OBJECTIVE:

Increase Viewership & Generate Excitement

The Cartoon Network wanted to increase overall viewership, generate excitement with the network and improve ratings through a sweepstakes program.

They turned to Wessan Interactive to help build a cost-effective and user-friendly solution that would allow for high volume capacity and provide timely, accurate reporting.

SOLUTION:

Customized, Plug-n-Play IVR Solution

Wessan developed an IVR solution that could be used over and over again by "plugging" in a new toll-free number and setting the quantity of winners for the next sweepstakes. The number pool was large enough to allow for an entire year of "grandfathering" before the number was re-used for a new campaign.

With this plug-n-play system, the client simply had to inform Wessan when the next campaign would run, the air times of advertisements and the number of potential winners they were seeking.

RESULTS:

Lower Costs, Increased Satisfaction & Better Information

The campaign is a huge success!

It is less expensive than Cartoon Network's previous solution, it has increased customer satisfaction bringing excitement to the network and has provided accurate and timely reporting. Also, it helps to determine peak response times, the quantity of participants and in what part of the country the ads are most effective.

Call 800-468-7800 or visit wessan.com for more information.