

Call me, the Danish Mobile Communications Company, Selects Portrait Software to Reduce Customer Churn

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Press release from: [Portrait Software](#)

Boston, MA – 20 July, 2010 - Portrait Software, a leading provider of customer interaction optimization software and now a part of Pitney Bowes Business Insight (PBBi), today announces that the Danish mobile communications company, Call me, has selected Portrait Campaign Manager (PCM)* to improve return on investment from email-driven campaigns.

Call me has been using PCM for all email-driven campaigns since the start of May and plans to deploy PCM across SMS-based campaigns in the near future. Call me, part of the world's 8th largest telecommunications group, TeliaSonera, is using PCM to target customers that will respond favourably to new features and special offers in an effort to reduce customer churn.

“Call me's business is 99% online and with churn rates particularly high in Denmark, it is critical that we make every interaction with our customers count,” says Heidi Mejlby Hem, Business Development Manager, Call me. “Having seen the benefits that our sister company, Chess Communications, has experienced since adopting Portrait Campaign Manager, we were keen to learn from their experiences and develop our own success. PCM has proven to be easy to use and initial email campaigns have demonstrated clear, tangible results. Furthermore, support from the Portrait team throughout the installation has been exceptional, giving us peace of mind that any issues would be quickly addressed. We look forward to expanding our use of PCM in the coming months to further boost the effectiveness of our marketing campaigns and drive even greater ROI.”

“We have established a strong presence in the Danish market and are delighted that Call me has selected Portrait Campaign Manager,” says Kieran Kilmartin, Group Marketing Director, Portrait Software. “The mobile market in Denmark is highly competitive with sophisticated customers increasingly demanding more from their mobile operators. Through PCM's interface, Call me can create intelligent customer dialogues and its preference management capabilities ensure that messages are relevant and timely. We are pleased that PCM is already yielding results for the company, helping to reduce customer churn whilst lowering the operational costs of marketing campaigns.”

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* New release now called Portrait Dialogue

About Portrait Software

Portrait Software is now part of Pitney Bowes Business Insight (PBBi).

Portrait Software enables organizations to engage with each of their customers as individuals, resulting in improved customer profitability, increased retention, reduced risk, and outstanding customer experiences. This is achieved through a suite of innovative, insight-driven applications which empower organizations to create enduring one-to-one relationships with their customers.

Portrait Software was acquired in July 2010 by Pitney Bowes to build on the broad range of capabilities at Pitney Bowes Business Insight for helping organizations acquire, serve and grow their customer relationships more effectively. The Portrait Customer Interaction Suite combines world leading customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to deliver real-time customer interactions that communicate precisely the right message through the right channel, at the right time.

Our 300+ customers include industry-leading organizations in customer-intensive sectors. They include Merrill Lynch, Lloyds Banking Group, US Bank, Dell, Nationwide Building Society, T-Mobile, Telenor, Bluestem Brands, Bank of Ireland, Bank of Tokyo and Fiserv Bank Solutions.

For more information please visit: www.portraitsoftware.com or www.pbinsight.com

About Call me

Call me was founded in 1997 and has enjoyed growth ever since. Today, Call me has approximately 450,000 customers within the mobile, mobile broadband and fixed net market. The 69 employees work hard to give their customers the newest and greatest mobile phones and subscriptions at attractive prices. Call me knows that the mobile is not just a phone, but an integrated and important part of the modern life.

Call me is owned by the TeliaSonera group, which is the leading Nordic telco company. Read more about TeliaSonera at www.teliasonera.com and Call me at www.callme.dk

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