



Customer Engagement

EY with Informa

EY played a key role in transforming customer engagement at Informa's Knowledge and Networking division, demonstrating innovative technology, agile decision making and outstanding results. Informa is a leading business intelligence, academic publishing, global exhibitions, knowledge and networking organisation. The company's Knowledge and Networking division (now operating as KNect365) is responsible for hundreds of high-profile conferences and events every year. Faced by slowing revenues and new, technology-based entrants, Informa devised a Growth Acceleration Programme (GAP), which focused on building the capabilities and platforms needed for growth, future scale and consistent performance.

To help realise these objectives EY worked closely with Informa's Knowledge and Networking division to fundamentally change their relationship with customers and deliver new digital products and services to the market.

Between June 2015 and June 2016, we helped Informa to:

- ▶ improve customer understanding and use digital channels to drive engagement
- ▶ increase responsiveness to customer needs and speed up time-to-market
- ▶ lengthen customer relationships, moving from an over-reliance on single event marketing to more continuous, year-round engagement
- ▶ improve the online experience for customers and create opportunities for effective networking
- ▶ build communities around events, establish a strong brand, identify alternative monetisation streams and create cross-selling opportunities.

As prime partners, EY embedded a team at Informa's London HQ and managed outside agencies delivering branding and technology elements. Within nine months of go-live, real-time digital ticket sales had grown to £7.5m with weekly ticket sales up to £0.5m a week by November 2016, and the conversion rate more than trebled, evidencing a turnaround in customer engagement that can help drive Informa's long-term growth. At a strategic level EY's engagement has helped KNect365 to realise its key objective of getting closer to its core customers and making the process of customer engagement and product delivery simpler and more effective. EY has also increased KNect365's ability to bring innovation to the market and respond more quickly to change. Operating in an increasingly connected and fast-moving world, customers are now able to access more valuable information, connect with each other more easily and have their needs met more quickly. The new platform and fully digitalised marketing approach also make it possible to develop new revenue streams such as video on demand/streaming of conferences and events, helping to create value and drive long-term growth.