

ListEngage Successfully Implements Complex, Multi-faceted Solution for  
6 Million Transactional Member Notifications for RCI (Wyndham)



**RCI**<sup>®</sup> List Engage 

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## INTRODUCTION

RCI, a division of Wyndham Worldwide, is the largest timeshare vacation exchange network in the world, operating through nearly 4,300 affiliated resorts in more than 100 countries. In the Travel & Hospitality industry, RCI's members can also take advantage of deals on rental opportunities, cruises, transportation and other travel and lifestyle benefits. RCI has a total of 3,000 employees.

## NEED

### Objectives

RCI was overhauling its transactional notifications in a move toward achieving their fundamental customer experience goals of personalization, effective communications, and product merchandizing, as well as making it easier for RCI Marketing staff to manage the platform and email campaigns.

### 6 million emails

RCI currently sends over 6 million Member Notifications annually – 90% through email and 10% via direct mail. Notifications are their highest volume piece and are seen more than any other collateral. Member Notifications are official transactional communications between RCI and its Members. ListEngage was brought onboard because RCI had some highly complex transactional member communication needs that required innovative solutions.

### Complex Innovation

The solution needed to be able to serve the needs of some or all of the following:

- Expansive international branding
- Numerous sub brands
- 28 notification types with 38 variations and 22 different transactional “skins”
- Multiple languages
- Locales with international date formatting
- Dynamically-built content areas
- Single production trigger management and reporting
- Globally consistent input variables and customer, resort and event payloads
- Updates in real-time
- Needed to be fully mobile responsive
- At send time, a print copy of the Notification also needed to be generated (in case the customer requested it)
- A copy of the HTML email also needed to be captured at send in the event a member asked for it to be resent.

## CHALLENGES

### Multiplicity

- 28 notification types with 38 variations related to searching, reserving, and confirming bookings
- Various transactional “skins”
- 75 different content group/sub brands
- Needed both HTML email and print copies logged at time of send and readily available
- Needed both HTML and Mobile-responsive versions

### Data Requirements

- Due to the variation in data requirements and the number of different data extensions (DEs) and triggers required, a traditional triggered send definition was not feasible.
- Stored content needed to make use of variables coming from JavaScript Object Notation (JSON) payloads and easily reference other data extensions.
- Email content areas needed to toggle based on notification type and provide an easy method to configure such settings
- Updates in real-time

### International Branding

- 26 different brands serving 100+ countries
- 19 languages – including right-to-left template support for Arabic and Hebrew
- 29 different locales with international date formatting

### Numerous Technologies

- They did not want to purchase the email logging solution or use BCC/CC functionality, so an alternate method of capturing the HTML at time of send was required.
- Numerous SFMC technologies/products were being utilized that pushed the boundaries of what can be done within the Marketing Cloud, including:
  - Triggered Send Definitions
  - Data Extensions
  - File Transfers
  - Data Imports
  - Automations
  - Content Areas
  - AMPScript
  - Server-side JavaScript
  - Dynamic Subject Lines
  - Dynamic Sender Profiles
  - Landing Pages

## SOLUTION

- Use a single triggered send definition with a data extension that contains:
  - Common fields for each notification
  - Fields that accepted JSON payloads for the dynamic data so that if data structure changes in the future (or a new notification type is added), it won't require modification to or rebuilding of the triggered send DE.
- Store the various language translations, labels, and date formats in DEs rather than content areas to increase scalability and enable upload of translations via CSV file. This collection of DEs serves as a Content Management System for the email. While some DE's provide raw content, others determine which content areas, subject lines and sender profiles to use.
- So that stored content could use content originating from the JSON payloads, AMPScript and SSJS variable outputs are placed within uploaded content and the TreatAsContent function applied on output in order to render values originally pulled from payloads. An AMPScript parser looks up the appropriate DE based on certain text parameters, allowing stored content to reference data from other DE's without needing lines of AMPScript. So, if the parser came across {{Resort.Name}}, it would look up the "Resort" DE and retrieve the "Name" field.
- An innovative AMPScript block captures the output of the "View as Webpage" URL during send and logs the HTML to a data extension. The HTML is retrieved from the logging DE in 15-minute intervals to allow backup copies to live within the RCI data warehouse.
- Insert an XML block within the email to be parsed by the direct mail vendor for processing when a subscriber prefers traditional mail
- Custom designed email template provides both desktop and mobile functionality
- Debug output added in the preview screen.
- A custom landing page allows lookup of sent emails based on custom message ID.

## RESULTS

RCI is thrilled with the solution ListEngage has developed for them on the Salesforce Marketing Cloud, and this project has ensured a long-term relationship with both Salesforce and ListEngage. According to senior executives at RCI, this solution will save hundreds of thousands of dollars in less development costs, more email adoption (in comparison to direct mail requests) and leveraging potential cross selling in the notifications. Bill Yoder, Senior Manager of Marketing Operations, said, "We are estimating great long-term financial returns as well as return on member experience, which will be measured in surveys. We expect rave reviews!"

### Brand Management

- Dynamic logo branding to support 26 different brands internationally
- Dynamic FromName/FromAddress sender profiles
- Ability to send single and dual brand-specific notifications
- Variable brand color profiles consistent across all elements of notification

## Consolidation & Consistency

- Fully mobile responsive single “uber template” delivers creative consistency across all notifications
- 38 individual content areas utilized dynamically to build out the notification variations
- 22 different transactional “skins” to deliver vital transactional information
- Single production trigger management and reporting
- Globally consistent input variables and customer, resort and event JSON payloads

## Flexibility

- 28 different notifications types supported
- 29 different locales (language\_country combinations) supported
- 75 different content group/sub brands supported
- Variable secondary/tertiary/quaternary “key” combinations used to retrieve resort information with default logic used to establish best fit content based on a subscriber’s location and language
- JSON payload variables can be incorporated into content as required including internationalisation of values
- AMPScript variable parser that eliminates for long-form Lookup functions but rather a simple `{{DataExtension.FieldName}}` string within the content.
- Instant updates to content in real-time
- Easily scalable for adding new notifications because of template and CMS like data extensions that drive content, look, and configuration
- Ability to send subscriber direct mail via triggered send
- HTML logging each notification for resending in case a subscriber loses email and for legal purposes

## Internationalization

- 19 different languages supported including Arabic, Chinese, Greek, Hebrew, Japanese, Russian plus 6 further variants of English
- Dynamic right-to-left template support for Arabic and Hebrew languages and content
- International date formatting
- International address formatting at country level – passed to DM vendor for international postal requirements

Rather than having to repeatedly build new triggers, changes are now isolated to a single trigger. The marketing team no longer needs to learn AMPScript or use the long form of the Lookup functions. With the debug output in the preview screen, marketers can verify that the right values are being set prior to sending an email. This also removes the dependency on being within SFMC to debug.

Due to this innovative, highly scalable solution, a once labor-intensive job has become much more manageable. The RCI solution has become a platform that can be expanded for future Member Notifications and one that can be managed with very few (if any) technical resources. The solution saves time and money, reduces staff requirements, and provides future scalability.

## TESTIMONIALS

Paul Moody, Head of Marketing Optimization & Execution

“I have worked with countless tech and development teams over the years but it has been an absolute pleasure working with ListEngage on our latest Salesforce Marketing Cloud project. Their responsiveness and ability to deliver innovative yet robust solutions to a seemingly endless set of business requirements and challenges has been highly impressive. Not only would I recommend them, I look forward to working with them on further complex projects in the future.”

“It is the bringing together of all these elements that makes the solution from the Salesforce Marketing Cloud/ListEngage/RCI side so impressive.”

Bill Yoder, Senior Manager of Marketing Operations

“On the ‘old’ platform, everything lived with RCI IT – business rules, creative, content and template. It was expensive and difficult to enhance or maintain. The SFMC platform with ListEngage’s development allows us nearly full control of the creative process. We have moved from very antiquated processes to a new, efficient way of providing a consistent experience in real time.”

Stella Smith, Project Manager, Global Program Office

“Some of the business benefits of transitioning to the Salesforce Marketing Cloud and working with ListEngage include receiving notifications real-time. In the past, it would take approximately 24-48 hours to receive a notification and now our members receive the notifications within minutes of completing the transaction. The new platform enables consistent branding to be applied across the various notifications to ensure there is a consistent look and feel across all channels, as well as help to provide more personalized, value added messaging based on information that we know about the member. RCI can further enhance the customer experience by ensuring that each member "touch point" related to transactions contains relevant content, more targeted and personalized offers, and reinforces the RCI brand.”

## CONTACT LISTENGAGE

For more information about this project or the services ListEngage provides, please contact:

**Altaf Shaikh, CEO**

ListEngage, Inc.

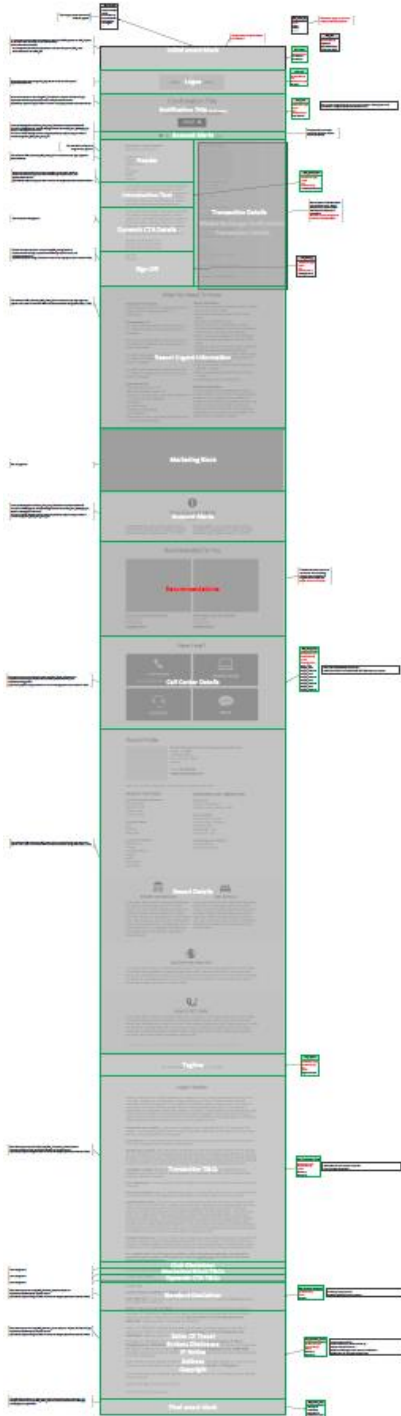
Phone: (508) 935-2275

Email: [altaf@listengage.com](mailto:altaf@listengage.com)

Visit our website at [www.ListEngage.com](http://www.ListEngage.com)

## TEMPLATE WIREFRAME & EMAIL MOCKUPS

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Desktop Mockup.  
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Mobile Mockup.  
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