

Enhancing customer engagement through creative rewards



The Challenge

Sky needed to overcome declining impact from traditional rewards in a competitive market. Customers expected seamless, personalised experiences across Stream, Broadband, Mobile, Protect and Glass. Our challenge was to unify reward strategies that boosted acquisition, engagement and retention while reducing care interactions and delivering measurable ROI.

The Solution

Giftcloud partnered with Sky to elevate their reward program, focusing on driving customer acquisition and engagement. As a leader in digital gift card-based rewards, Giftcloud provided bespoke data capture pages and tailored campaigns. The key objective was to increase conversion rates via targeted Sky Stream campaigns.

Execution

Giftcloud developed bespoke interstitial pages for Sky, enhancing user experience and reducing friction points. Tailored campaigns for Sky Broadband, combined with a partnership with Intent.ly, improved conversion rates and saved nearly 5,000 customers. This success led to an expansion of reward campaigns across Sky Stream, Protect, and Glass, resulting in a 912% increase in no. of campaigns. Collaborating with Money Saving Expert significantly boosted engagement for Sky Mobile, with page views increasing by 1197%.

A phased roll-out approach allowed for iterative improvements and data-driven decision-making. The number of monthly campaigns grew from 8 to 81, with Sky Mobile sales increasing by 115% during the first campaign.

Results

The enhanced data capture pages led to a 27% increase in conversion rates and 6,895 new Sky Stream customers in 2023. Exclusive campaigns for Sky Mobile, in partnership with Money Saving Expert, resulted in 361 sales from 2,101 sign-ups. Tailored campaigns for Sky Broadband, Stream, Protect, and Glass rewarded 4,058 additional customers.

Customer care improvements, achieved through AI integration and refined communication processes, led to a 45% reduction in customer care interactions and a 30% increase in positive Trustpilot reviews. Sky's spending on gift cards increased by 125%, with the number of gift cards sent rising by 199% between H1 2023 and H1 2024.

During Black Friday 2023, Sky saw a 120% increase in new customer acquisition, with 72% of customers activating their rewards, resulting in Giftcloud sharing back £1.5 million in unused rewards to Sky. The success of these targeted efforts underscores the impact of innovative reward strategies on customer engagement and acquisition.

Objectives

Increase Conversion Rates and Customer Acquisition:

By enhancing data capture pages, Giftcloud aimed to streamline the customer journey and increase both conversion rates and new customer sign-ups.

Expand Reward Channels:

Introducing new reward options, including Sky Stream and Sky Mobile, to appeal to a broader audience and diversify the reward offerings.

Boost Customer Engagement:

Develop tailored campaigns for Sky products such as Broadband, Stream, Protect, Sky Mobile, and Glass to resonate with specific customer needs and preferences.

Optimize Customer Care:

Reducing customer support tickets by refining processes and improving communication, ultimately leading to higher customer satisfaction.


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