

Case Study: Whirlpool Contact Strategy Test

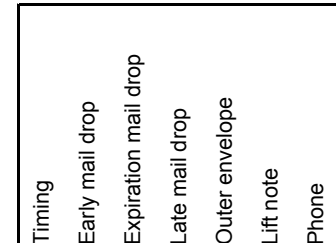


Presented June 19, 2007 at the DM Days–New York conference in the session:
4-D Multivariable Testing to Optimize Contact Strategy

Define test elements (increase Maytag extended service plan renewals)

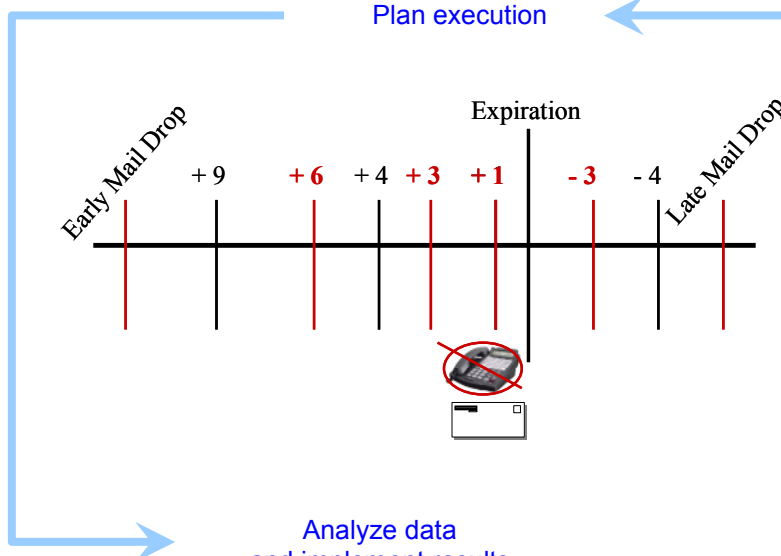
Create the multivariable test design

Test Element	Control (-)	New Idea (+)
A Timing	9, 4, 1 (phone) and -4	6, 3, 1 (phone) and -3
B Early mail drop	None	+14 (control) / +9 (condensed)
C Expiration mail drop	None	Week 1 (or 0) mail drop
D Late mail drop	None	-7 (control) / -6 additional drop
E Outer envelope	Constant	Series of teasers (increasing urgency)
F Lift note	No	Yes (series)
G Phone Call in Week 1	Yes	No



Recipe	A	B	C	D	E	F	G	Response
1	-	-	-	-	-	-	-	
2	+	-	-	-	+	-	+	
3	-	+	-	-	+	+	-	
4	+	+	-	-	+	+	+	
5	-	-	+	-	+	+	+	
6	+	-	+	-	-	+	-	
7	-	+	+	-	-	-	+	
8	+	+	+	-	+	-	-	
9	-	-	-	+	-	+	+	
10	+	-	-	+	+	+	-	
11	-	+	-	+	+	-	+	
12	+	+	-	+	-	-	-	
13	-	-	+	+	+	-	-	
14	+	-	+	+	-	-	+	
15	-	+	+	+	-	+	-	
16	+	+	+	+	+	+	+	

Plan execution

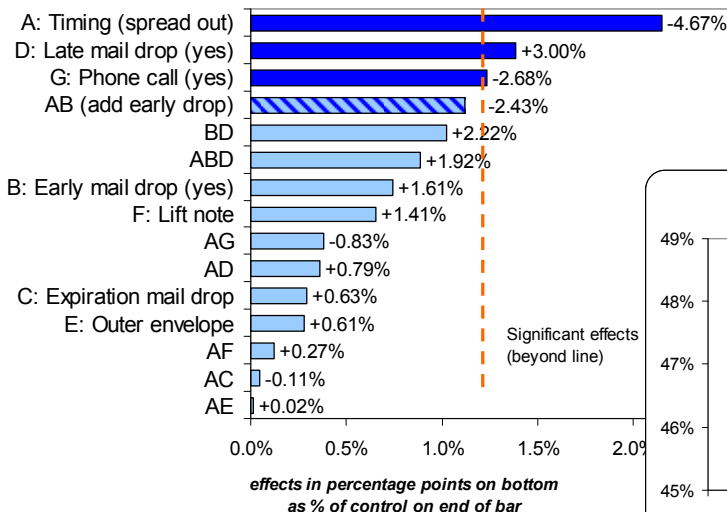


Analyze data and implement results

Test Results

- Response rate increased 7.81% (vs. 7.3% predicted)
- 8.3% increase in revenue (worth millions)
- 6.76% increase in annual profit
- With split-run tests, would have...
 - Needed 2½ years of testing (vs. 4 months)
 - Completely missed the interaction
 - Seen nothing significant in 4 months (due to 3x greater error)

Effects: Total Response Rate



AB Interaction (total response rate)

