



The DDC Group

Right People. Right Locations. Right Results.

Your worldwide outsourced business services partner

Client: Cineworld Cinemas

Client Profile: Cineworld Cinemas owns over 70 cinema complexes nationwide, 1 cinema complex in Jersey and 1 Cinema complex in Ireland and has launched more multiplex cinemas since 1996 than any other UK Exhibitor.

Cineworld offers the unique Unlimited Card which enables holders to watch any film, any day, any time and at any Cineworld Cinema with monthly subscription. The holder also receives a fortnightly email newsletter including details of current screenings and offers.

In addition, from time to time and subject to availability, the holder may also receive:

- Preferential invitations and discounted tickets to Cineworld Exclusive Advance Screenings, Recommended Screenings, Festivals and Events
- Exclusive competitions
- Exclusive cinema food and drink offers

Cineworld also use gift vouchers, a series of on pack promotions and newspaper offers & Telephone Ordering services advertised online to help promote their Cinema Complexes nationwide and in order to attract more visitors.

The Brief: To provide Response Handling by managing operations for the Distribution of Cinema Vouchers direct to each Cinema Complex, Corporate Customers & Retail Customers via Direct Dial phone lines, as well as providing a service for dealing with on pack and newspaper promotions either direct with Cineworld Head Office or Direct with the Promoter.

Our Solution: DDC OS designed and built system to manage all Cinema Vouchers and Promotional Campaigns, which is both user friendly and cost/productivity efficient that is maintained by a Dedicated Team of 4. This system builds a database with tracking facility which can report on where each voucher has been Delivered & Redeemed including the time period this has taken.

Through this system we process all voucher responses regardless of campaign type including:

- Cinema Complex Orders
- Cinema Complex Redemptions
- Corporate Telephone Orders/ Redemption
- Retail Telephone Orders/ Redemption
- Secure Credit Card Handling
- Cheque Banking on Corporate Orders
- Order Mailing via Recordable Mail
- Promotional Voucher Redemption
- VIP Card Mailing

As part of the VIP Card Mailing process we manage the Card fulfillment with a covering letter, Mail via recorded Delivery and host an Inbound Registration Line for this Annual Campaign.

All Cinema Vouchers are held securely in our offices in Worksop.

Results: DDC OS managed in 2006 over 548 Cinema Orders (418,150 Vouchers), 448,000 Cinema Redemptions, 21,423 Telephone Responses (Banking £196,194) & 277,000 Promotional Responses.

Summary: Cineworld has been a client with DDC OS since 2002.

The Client Said:

"DDC OS provide us with a very comprehensive and efficient service via a Dedicated Response Handling and Fulfillment Team, maintaining high levels of service to our Head Office, Cinema Complexes and Corporate/Retail Customers. The Account Manager & Dedicated Team is proactive and attentive, allowing for a close working relationship which ensures processes run smoothly." **Luke Roberts**, Marketing Communications Manager, Cineworld Cinemas"