

*Business-Centric AI Success*

How Matas is saving  
2,000+ hours annually,  
using AI to create  
marketing emails

We help our clients transform their core  
business to succeed in the digital age

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R E S P O N S I V E

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# Unlocking revenue potential Email as a Key Business Driver for Matas

## Challenge

Club Matas, Denmark's leading customer loyalty club, communicates daily with its 1.8 million members via email. In 2023, they sent 411 million individual emails. Email marketing is not just a side project for Matas; it accounts for hundreds of millions of revenue annually.

The members expect quality in Matas' communication, and creating this quantity and quality of communication is time-consuming for the content team. This leaves less time to focus on new and creative initiatives beyond the weekly required production. Additionally, the process from campaign brief to approved email involves many steps and people to ensure every mail sent upholds the gold standard.

The bottleneck for growing emails as a revenue-driving initiative, and enabling personalisation at scale, is found in the content production team. The challenge lies in eliminating the bottleneck without compromising the quality of the communication.

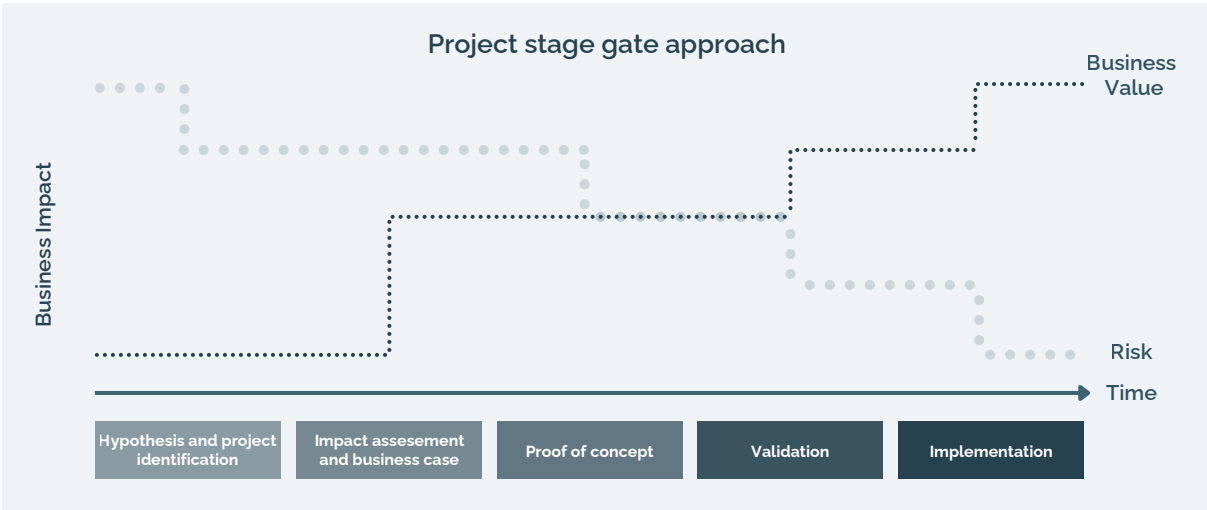
## Solution

The solution involves a complete re-imagination and redesign of Matas' existing email content creation process, introducing automated email production at its core.

The primary goal was to substantially and sustainably reduce the time-to-market for emails, meeting Matas customers' demand for quality communication while enabling Matas to take their email marketing strategy to new heights.

Venturing into AI territory, we had to navigate many risks and pitfalls. To mitigate risks, a stage-gate approach was taken, where the project's status quo was continuously assessed, and the threshold for pulling the plug was low.

In the final stage, the email automation tool was demonstrated, and business value was proven. The risk related to the implementation was seen as low, and the new tool and process were successfully implemented in Q1 2024.



## The main components

# From business case to business value

### Step 1: Pre-analysis

In the pre-analysis, multiple areas with high business impact from leveraging AI were uncovered. Content generation was selected as the project with the highest impact today, and with clear synergies to tomorrow's projects.

Through interviews and data analysis, the content production process was broken down by the time spent per department.

Our initial solution design showcased how we would leverage AI for email production and alter the production process, consequently drastically reducing production time. **In summary, our business case aimed to remove 2000 hours of work annually.**

### Step 2: Proof of concept

The task we faced in the PoC was simple to formulate: Generate commercial emails upholding Matas' gold standard for communication.

The complex task of creating a prompt (the message sent to the large language model) is described on the next page. Additionally, we needed to compose the text along with images to produce a complete email.

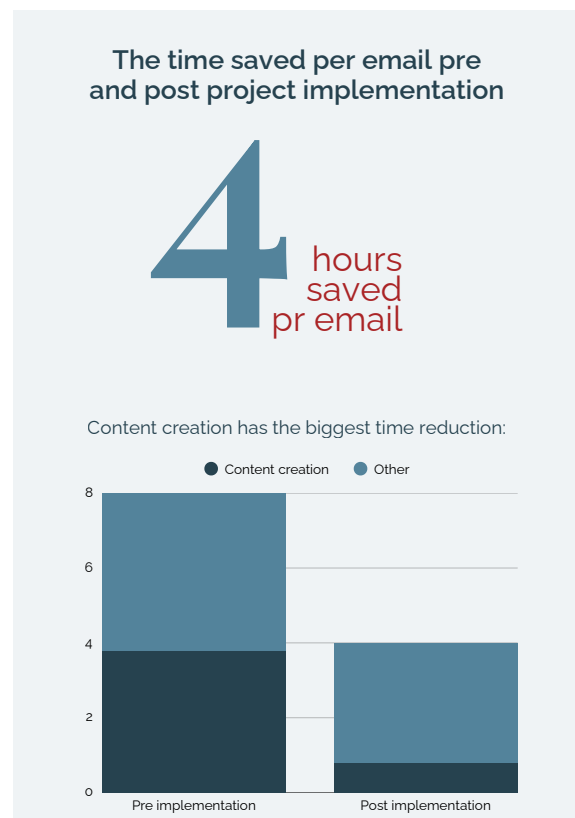
To prove our concept, the test involved generating new versions of emails previously sent, using the original campaign information. **The test was successful, proving the concept, and implementation began.**

### Step 3: Implementation

We commenced implementation, scaling our PoC to full functionality. Our experience from the PoC guided us in our interactions with AI technology, providing structure to avoid time-consuming pitfalls.

The final implementation integrated all the moving parts (images, product information streams, OpenAI API, etc.) into one solution, automating the email production from A to Z.

The initial tests unequivocally demonstrate a reduction in email production time, reinforcing our confidence that the delivery not only meets but **exceeds the expectations outlined in the original business case.**



A quick guide

# Prompting: How we got AI to speak fluent “Matask”

## What is prompt engineering?

Prompt engineering is the strategic crafting and refinement of instructions used to generate text from large language processing models, such as ChatGPT or Gemini.

To generate emails, we created a set of prompts in order to include and process campaign information (topic, brands, and products included). The email automation tool (a set of applications) is programmed to automatically compose a prompt with the relevant information, generate, and output text parts matching the type of campaign.

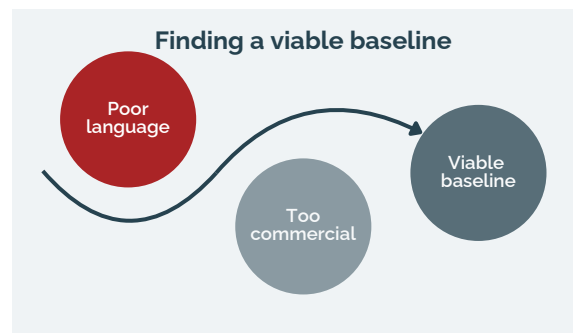
Composing a prompt that outputs a complete email in Matas' tone of voice, includes relevant campaign topics, brand and product information, incorporates a compelling commercial message, and varies the language used, is complex.

We had a two-step approach to the task. Step one consisted of creating a viable prompt, while in step two, we optimised and refined the prompt using a set of prompt engineering strategies.

## Part 1: Explore and find baseline

We started by defining a set of criteria that the prompt needed to fulfil in terms of language, length of text and campaign information. Then we explored what seemed to work and not, by writing multiple prompts.

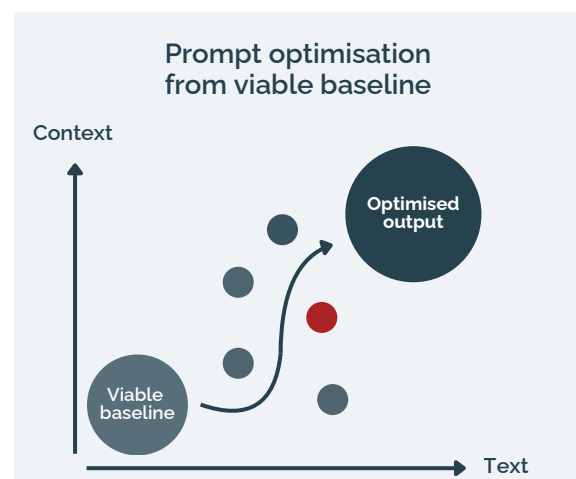
Exploring different approaches and changing the instructions quickly enabled us to find a prompt that we and Matas were confident would consistently perform with refinement. This became our baseline prompt for part 2.



## Part 2: Optimise prompt

With our baseline prompt set, we moved from the explorative phase to structured optimisation. This process involved testing, accepting and rejecting a variety of prompt optimisation strategies.

We scored the output on two dimensions: 1) The context of the campaign, and 2) language and formulation (text). To ensure the model could handle variety in campaigns, a large set of campaigns were tested. To ensure reliability, each campaign were tested multiple times. This methodology enabled us to compare outputs, accept or reject edits and additions, and ultimately create a prompt that consistently communicated the correct campaign messages formulated in “Matask”.



# New way of content production

## From email brief to complete email

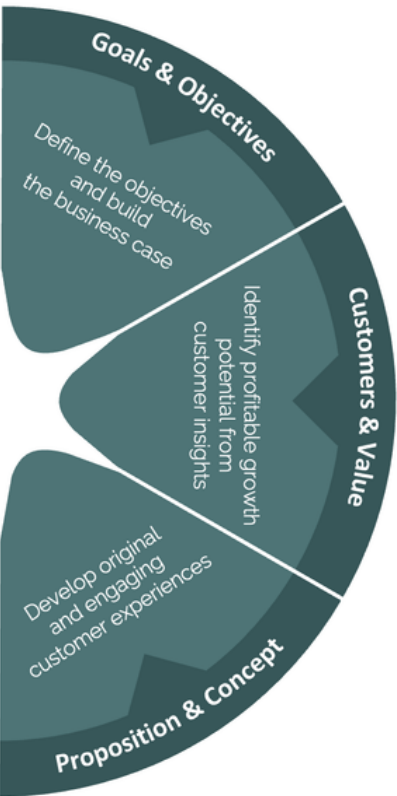
### Step-by-step

- 1 Campaign information is sent to email automation tool.
- 2 The prompt (instruction to AI model) is populated with brand and product information. Text is generated.
- 3 Generated text and images are composed to a complete email.
- 4 Final touches, proofreading and approval before **email is sent to Club Matas members.**

### Email examples generated by, and edited in the tool



# The guiding framework for all projects, including this Responsive's six principles



## Goals & Objectives

Reducing process time on content automation was our leading goal, guiding our many objectives that led to successfully fulfilling a 2000-hour reduction in annual time spent on content production.

## Customers & Value

By enabling Matas to produce their current content at twice the pace, the content team is freed up to focus on developing new concepts today and implementing further personalisation at scale tomorrow.

## Proposition & Concept

Variety and quality in Matas' email communication were requirements for transitioning from production to generation, ensuring that Matas' customer experience is not compromised.

## People & Change

Involving the content team throughout the process ensured that the new process and technology were co-developed, leading to a smooth transition from old to new ways of working.

## Technology & Data

The project is born from new technology and integrated into Matas' existing technology stack, ensuring full ownership of the first of many AI capabilities at Matas.

## Capabilities & Organisation

The project has delivered a set of capabilities, both technical and documented best practices, enabling content generation specifically, and leveraging further use of AI generally.



## Project value and impact

# Interview with head of customer insights at Matas



Peter A. Franch, Head of Customer Insights, CRM & E-mail marketing at Matas A/S

**In early 2023, Matas partnered with Responsive to leverage AI technology for enhancing the email production processes. The collaboration resulted in significant time and resource savings, allowing Matas to drastically improve operational efficiency, while building the foundation for future AI projects.**

The idea for the AI project began to take shape just as AI technologies like ChatGPT started to get widespread attention. *"Like most other Danes and businesses, we became aware of ChatGPT and AI",* Peter A. Franch recalls.

Responsive came in as a proactive partner, facilitating exploration of how the technology could be leveraged for commercial value, process optimisation, and an enhanced customer experience.

## Identifying and prioritising opportunities

Multiple AI projects were conceived during workshops with Responsive, and prioritised using a simple value and complexity matrix. This methodical approach ensured that efforts were directed towards initiatives with the highest potential value and manageable complexity.

Peter explains how they approached it, saying *"With numerous projects to consider, we needed to identify where AI would have the most impact. We were concerned with spreading our efforts too thin and creating something half-baked. Instead, we aimed to succeed with one project, serving as a proof of concept for future AI projects at Matas."*

## Choosing email production

Email production emerged as the optimal starting point. *"We saw the highest value in email production, with synergies to potential future projects of lower complexity,"* says Peter. *"This focus aligned perfectly with Matas' goals of operational efficiency to enable new and better customer experiences"* he adds.

The collaborative effort with Responsive aimed at creating a tool to streamline email production, freeing up the content team to focus on more value-adding activities. *"We estimated a 50% reduction in time spent per email and up to 40% in total process time within a year,"* Peter notes, adding that they also projected a 60% savings on external resources.

## Results and future prospects

The results have been impressive. *"The significant time and resource savings allow the team to concentrate on strategic initiatives that improve the customer experience, instead of spending time on repetitive and mundane content production"* Peter affirms.

Looking ahead, Matas is excited about continuing this AI journey. *"The structured approach and clear focus on high-value areas have been invaluable. We're looking forward to exploring more opportunities in AI with Responsive in the near future,"* Peter concludes.

# Do you have any further questions?

Feel free to reach out to us:



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