

# Techsys Digital awarded strategic Diageo project

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To enable effective e-CRM, Diageo South Africa has partnered with industry expert [Techsys Digital](#) across Captain Morgan, Smirnoff, J&B and Johnnie Walker.

[Techsys](#) will create an outcome based strategy which ruthlessly tracks key performance indicators with a focus on consumer acquisition, enrichment and engagement.

The project will ensure e-CRM best practise is applied consistently across the business to enhance consumer relationships and in doing so, improve the ROI of digital marketing. The successful implementation will reduce Diageo's reliance on paid media by unlocking the value already available within the consumer database.

Using this CRM methodology we are able to deliver quick wins and longer term opportunities within the market in a methodical manner.

Andrew Walmsley, Managing Director of [Techsys](#) and founder of Brandtribe e-CRM software says: "We couldn't be happier to partner with Diageo's unrivalled stable of alcohol brands. Their prominence within the SA landscape is immense and we look forward to a partnership underpinned by the desire for excellence within digital marketing communication strategies."

[Techsys](#) is a full service agency with core competencies in conceiving and executing eCRM strategies through proprietary tools and industry expertise. If you would like to partner with [Techsys](#) on a project, contact us today on 021 788 6896 or [info@techsys.co.za](mailto:info@techsys.co.za). Or visit our [website](#), [blog](#) or [Facebook page](#)!



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