



## Case Study

### Crest White Strips Dentists Program

In an industry where dentists' recommendations are critical in the consumer's purchase decision, the challenge was to create a "Relationship Marketing" program that allows Crest to communicate with dentists. This involved identifying, recruiting and growing the loyalty of dentists to one brand.

#### Action

Just like any other CRM project, DMS' action plan focused first and foremost on building a database of doctors. It then cleaned, organized and segmented the database based on the specialization of the doctors. DMS then communicated with doctors by dispatching a "Dentist Kit" that included a dentist recruitment mechanism.

Through CRM, DMS created a two-way communication stream that kept Crest at the forefront and that allowed the brand to understand what dentists and doctors expect from the brand.

#### Result

1. Built an updated dentist database of 3,000 dentists
2. Communicated and received feedback from 35 % of total dentists in Saudi Arabia
3. Successful launch of product through dentists



“ Communicated and received feedback from 35 % of total dentists in Saudi Arabia ”

#### Contact Information:

Jeddah:  
TEL: +966-2-652 8656  
Fax: +966 -2-652 7106  
P.O.Box 8898 Jeddah 21492  
Kingdom of Saudi Arabia  
Toll Free No: 800-120-0012

Dubai:  
TEL: +971-4-267 9900  
Fax: +971-4-267 0026  
P.O.Box 35809 Dubai, United Arab  
Emirates

info@dms1.com  
www.dms1.com