

Liquorice appointed as CRM partner for Distell

Distell, South Africa's premier producer and marketer of fine wines, spirits and ready to drinks (RTDs), has appointed Liquorice Africa as its CRM and digital agency.

Since its appointment, Liquorice has been working with Distell on its ground-breaking CRM (one-to-one marketing) programme aimed at getting closer to consumers.

Liquorice's work for Distell covers a wide range of services and consulting, including:

- Implementation of Liquorice's proprietary CRM software - SweetSpot™;
- PDA data collection technology for use by brand ambassadors;
- CRM marketing strategy for key Distell brands;
- Web-based member-zones for loyal consumers;
- On-going support and consultancy in management of the CRM programme.

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