

# Case Study



## Client

- ✓ International Mail Order Company

## Business Issues

- ✓ Build stronger relationships with major business customers.
- ✓ Customer data needed cleaning and updating.

## Solution

- ✓ **IGNITE New Business** through cleaning and enhancing customer data and profiling and segmenting customer accounts.
- ✓ **NURTURE New Business** through proactive appointment generation programme.

## Result

- ✓ **Business won more than paid for programme within 6 months.**
- ✓ **Incremental product sale opportunities identified.**
- ✓ **Cleansed data made marketing effort more cost-efficient.**
- ✓ **New, highly targeted prospects identified.**

**By implementing an ACCELERATOR Programme for this International Mail Order Company, The Newbury Group was able to help it establish a 'solutions' business to build stronger relationships with major business customers. Solutions business won in the first 6 months paid for the programme, with extensive pipeline built for the future.**

This client came to us when they were looking to establish a 'solutions' business with the aim of building stronger relationships with major business customers for revenue growth and margin improvement. At the same they required improvements in the management of customer and prospect data to increase the cost-effectiveness of marketing activity.

### IGNITE New Business

Our database and research teams started by cleansing and enhancing the clients customer data, identifying key decision makers and profiling and segmenting customer accounts.

At the same time we built a marketing and contact management system for the client, to support more efficient marketing programmes.

### NURTURE New Business

Our new business advisors established a proactive NURTURE Programme for appointment generation, contacting major customers at senior level to qualify, identify opportunity, pitch the 'solutions' propositions, and book appointments for the 'solutions' team.

Opportunities for incremental 'product' sales were also identified as a fall-out of the appointment generation programme.

Further analysis of the customer base was undertaken to find matching prospect organisations, enabling the appointment generation process to be repeated to highly targeted new business data.

### Client Success

The solutions business won in the first 6 months of the NURTURE more than paid for the programme, with extensive pipeline built for the future.

Incremental 'product' sales business was also identified.

The cleansing and enhancing of the customer data had a secondary benefit of making the core catalogue-based product marketing more cost-efficient.

Analysis and profiling identified new prospects for both catalogue 'product' sales and the new 'solutions' business.