

Case Study

Client

- ✓ National Electrical Wholesaler

Business Issues

- ✓ Losses within the small and medium customers.
- ✓ Subsequent erosion of margin.

Solution

- ✓ **IGNITE** New Business through refining customer data and developing multi-channel contact strategy.
- ✓ **NURTURE** New Business through customer re-activation and new business programmes.
- ✓ **BOOST** New Business through cultural change training.

Result

- ✓ Embracing of new business processes and a proactive approach.
- ✓ Sales growth achieved through increased levels of business from existing, re-activated and new customers.

By implementing an ACCELERATOR Programme for this National Electrical Wholesaler, The Newbury Group was able to increase business from existing and re-activated customers, and implement a cultural change toward new business processes and better data management. Sales growth generated through the programme paid for itself many times over.

This client came to us when they realised their focus on major contractors and projects had led to a lack of pro-activity with small and medium customers. As a result they faced customer losses within this customer base and an associated erosion of margin.

The challenge we faced in turning this around was a lack of management understanding of the customer and prospect data, alongside a failure to embrace new communication channels around e-marketing and the telephone.

IGNITE New Business

Our database and research team started by working on the implementation of a marketing database. Focus was on the collection, enhancement and analysis of customer data. We set this at the heart of the business, alongside a multi-channel customer contact strategy.

NURTURE New Business

Our new business advisors established a proactive and reactive telephone and mailing contact programme for new business, integrated with existing customer contact routes. In doing so we recommended and established a model area/branch structure.

A telephone based customer reactivation and management programme was activated to complement field sales and branches for small and medium customers.

BOOST New Business

An important part of our work with this customer was in supporting the client through cultural change around new technology, new business process and better data management, through training. This helped the business become more proactive, and balance the sales effort to customers and prospects of all sizes, through a model of allocating resource based on size of opportunity.

Client Success

For the client the ACCELERATOR Programme delivered increased levels of business from existing and reactivated customers, and from selected prospect accounts. This revenue paid for the programme costs many times over.

The business underwent cultural change to have a more proactive approach to sales, setting in place the foundation for continued success.