

Case Study



Client

- National Electrical Wholesaler

Business Issues

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

Solution

- Refining customer data and developing multi-channel contact strategy.
- A new business programmes.
- Cultural change training for sales development.

Result

- Embracing of new business processes and a proactive approach.
- Sales growth achieved through increased levels of new business.

By implementing a Nurture Programme for this National Electrical Wholesaler, The Newbury Group was able to increase business 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.

The challenge faced 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.

Nurture Foundations

The implementation of a marketing database, with focus on the collection, enhancement and analysis of customer data provided the foundation of the programme.

Nurture New Business

Our new business advisors established a proactive and reactive multi-channel contact programme for new business

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 Nurture Programme delivered increased levels of business. 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.