

## **CASE STUDY**

### **B2B. Sales and Marketing & CRM Strategy and Implementation**

**Client: Mobile Phone Accessory Global Distributor**

#### **Client**

Our Client is a distributor of mobile phone accessories in the UK and globally. Their highly experienced purchasing team buy branded and own-label products globally and our client sells to retailers, e-retailers, telecoms and IT dealers, companies and other distributors through a multi-lingual telesales team of 25 people

While they have built internally a sophisticated stock control and order processing system, the telesales team worked from personal prospect and customer spread-sheets and as a result there was no corporate control over sales and marketing strategy and customer and prospect data management

#### **Services**

- **Summary**

Ignite undertook an in-depth sales and marketing audit of the business which included in-depth interviews across the management team and with each of the 25 in the telesales team. This was complemented with prospect and customer survey input and with a comprehensive analysis of sales data taken from the order processing system.

As a result of the audit a sales and marketing strategy was presented and accepted by the Board which built on the sales strengths of individuals but added corporate control

- **CRM System**

A CRM software solution was recommended as part of the strategy to replace the individual spread-sheets of the telesales team and gain company visibility and control of activity. In order to achieve this a detailed study of current business processes and data sources across the company was undertaken identifying areas for improvement and written up in to a requirements specification

Ignite conducted a procurement process recommending 3 different CRM suppliers together with their implementation Partners. Ignite managed a selection team and selection process which identified the best overall solution

Ignite project managed the CRM implementation working with the CRM supplier and in particular organised an in-depth training programme across the business to ensure there was a high level of user adoption

- **Business Processes, Data Enhancement, and Business Analysis**

Associated with the CRM implementation a comprehensive audit of business processes across the business was undertaken. This resulted in a number of efficiencies and enhancements that provided business efficiencies and cost-savings

Also associated with the CRM implementation was an audit of customer and prospect data held at various points across the business with varying degrees of accuracy and completeness. By gathering data sources together and through a combination of internet research and telephone work the data was enhanced before loading into the CRM solution. By integrating this with sales data taken from the order processing system, we were able to do in-depth analysis which contributed to the sales and marketing strategy
- **Prospect Data Build**

As part of a sales and marketing growth strategy, Ignite conducted internet research, bought data from a variety of sources, and undertook qualifying telephone work to build the number of prospect organisations being worked by the telesales team across a number of sectors and in a number of countries
- **Marketing Lead Generation & Nurturing Programmes**

With a CRM solution in place and with enhanced customer and prospect data, an opportunity was created to undertake a variety of well-targeted email marketing campaigns. Some of these were short term tactical offer-led campaigns and some were designed for brand awareness and longer term nurturing

## Outputs

- **Business Control**

The CRM implementation, its integration with the order processing system, and the associated suite of reporting, provides the management team with more visibility and analysis of both individual sales performance and the overall performance of the business. This has led to the successful implementation of a sales and marketing strategy which is driven by the company rather than an over-dependence on individuals
- **Sales**

As a result the prospect and customer base of the business is growing, more efficient well target marketing campaigns can be delivered and the performance of the telesales team can be more closely managed. As a consequence sales, which had been flat for several years are now growing significantly year on year

*References available on request*