

Recent Client Projects

“Decipher Churn”

We were asked by a rapidly growing labor compensation data vendor to research post-purchase customer experience expectations and decipher the root cause of churn and non-renewal of their SaaS product. A recent investment by a private equity firm required the company increase loyalty and customer satisfaction. Leveraging our proprietary Sellers’ Compass™ methodology we interviewed Fortune 1000 and SMB customers in North America and EMEA, defined detailed buyers’ journey by product and revenue bands, developed buyer role experience maps and gap analysis. Provided actionable recommendations on business process improvement, organizational structure, and customer interaction/engagement strategies.

Result: \$1Million additional investment in customer success team, re-engineered all customer-facing processes and lifecycle hand-offs, and aligned customer success, sales and marketing to customer expectations.

“Sales Win-Rate Turn Around”

We were asked by the market leader in social communities to determine why marketing and sales were unsuccessful in gaining market share in two new markets. Marketing and Sales had ‘tried everything’ without measurable improvement in customer conversion rates. Both teams lacked insight into buyer expectations, purchase trigger events and how buyers went about evaluating and selecting social platforms. Leveraging our proprietary Sellers’ Compass™ methodology we interviewed Fortune 500 around the world, defined detailed buyers’ journey for the two new market, developed content strategy and integrated campaign strategies, sales strategy and playbooks, and provided strategy recommendations to management. The project aligned marketing, sales and customer support activities and content to the buyers’ expectations of value, experience and purchase process.

Result: 50% increase in conversion in new markets, complete overhaul of content and marketing campaigns with 100% increase in effectiveness, re-organization of sales and marketing teams, and updated messaging /positioning.

“Actionable Buyers’ Journeys”

We were asked by a rapidly growing mobile security technology leader to help drive faster revenue and higher marketing ROI. Marketing lacked insight into buyer expectations and the company wasn’t effective in engaging, enabling and building enduring buyer relationships. Leveraging our proprietary Sellers’ Compass™ methodology we interviewed Fortune 100 and SMB customers in North America and EMEA, defined detailed buyers’ journey for key target market segments, developed market segment and buyer role experience maps and storyboards. Re-engineered marketing processes, restructured company’s content strategy, and campaigns. Trained marketing and sales teams on customer experience expectations, how to establish company as a strategic vendor, and ‘codes of behavior’ needed to build trust and credibility. The project aligned marketing activities and content to the buyers’ expectations of value, experience and purchase process.

Result: 30% increase in marketing generated pipeline within first quarter, 40% increase in lead velocity, 50% reduction in marketing asset inventory, and 200% increase in content productivity. CEO used project findings as the foundation for 2013 business planning.

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“Aligned Sales and Marketing”

A \$150M enterprise technology company preparing to file their IPO wanted to optimize their customer facing processes. Executive management felt there was room for improvement in Marketing ROI, sales productivity and coordination between the two teams. Leveraging our proven methodology we first assessed how aligned the company was and identified specific areas of improvement that would directly impact the top-line right away. Our step-by-step approach improved not only how all levels of sales and marketing communicated and collaborated but also established common goals and shared metrics. We worked with Marketing to launch joint working teams, define inter-team hand-off points and SLAs, implement a Marketing Operations function, and fine-tune strategy-to-cash business processes. To help institutionalize alignment we actively coached senior management members and their teams. We were retained for a follow-on project to streamline and optimize marketing processes, organization structure and define MBOs for the global team.

Result: 50% increase in marketing ROI and increase in sales teams achieving quota in the short term. 100% increase in sales satisfaction with marketing.

“Kick-Butt Go-To-Market Launch”

A social customer service start-up asked us to help them prepare for market launch. We defined the market category, outcome-driven messaging and role-based value propositions, developed a Markecture, a detailed social marketing launch plan, and responded to a request to be a ‘plug and play’ marketing department while the client staffed up. The company outsourced their social media content creation to us including developing content for the company blog, microblogs, and commentary posts on third party blogs, thought leadership content creation and AR/PR presentations. Dipping into our extensive network and with an executive summary we developed, we helped the client secure additional funding.

Result: Successful market launch including endorsements by six leading industry analyst that the start-up is a ‘game changer’ which then resulted in a lucrative partnership with a social CRM market leader.

“Soup-to-Nuts Marketing Re-Engineered”

A \$100+M technology vendor in a rapidly growing and changing market was preparing to file their S1. The marketing organization had doubled in the past year but productivity and the pipeline did not increase proportionally. We were called in to assess the marketing organization (people, organization structure, process, technology) and understand the root causes. The rapid growth resulted in duplicity in responsibilities, undocumented work processes, lack of reporting, and marketing systems that were not set up or used correctly. We quickly assessed the team, restructured the organization to match the business strategy, and worked with teams to begin regular metrics reporting and analysis. Collaborating with marketing leaders, product management, product marketing, demand generation and corporate marketing, processes were completely redefined and documented with deliverables and milestones tied to specific job descriptions and MBOs.

Result: 2x increase in marketing generated pipeline in two quarters.

References are gladly shared on request, please contact Christine.Crandell@NewBizS.com