Comms-care
PITS Awareness 2013

prepared by

purestone

for

B2B Marketing

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FINALIST 2013
B2B AWARDS

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summary

Comms-care have defined a new category of IT organisation –providing the support services (on-site, online & phone) for other IT companies - effectively becoming the 'Doctor's Doctor' by selling only to other Channel IT companies. The corporate goal calls for sustained new business growth, and from a prospecting perspective, this creates a need to identify real business challenges, grab attention and rapidly demonstrate understanding & value to the prospect.

Two key objectives were identified:

1. Understand the Prospect, their pain points and use this dynamically to demonstrate the Comms-care process in healing these issues.

2. Take prospects from 'Can you support me?' to 'I know you support….' by demonstrating expertise in the technologies needing support,

With listening, responding & educating at its heart, Purestone conceived a tongue in cheek but visually stunning, multi-tier, multi layered campaign strategy spanning email, microsites, online engagement tools combined with direct mail to deliver a full, personal journey – completed with 'the book of the trip' to your doorstep.



For an investment of XXXXX, Comms-care generated:

- a pipeline of £XXXXm*
- an ROI of 149.5
- a piece of HTML5 reusable technology which has already been re-skinned & repurposed as a 360^0 customer feedback tool.

about the client company

Comms-care is a leading provider of channel network & server support solutions. They assist 500+ channel partners who in turn provide support to over 7000 end users.

Total commitment to the channel means they are the UK and Ireland's number one choice for resellers looking for a trusted 'channel only' specialist technology partner to fulfil their clients' support requirements.

Extensive technical resource, channel experience, infrastructure and customer care philosophy results in reduced costs, improved service quality and greater operational efficiency across their channel partners' customer networks.

strategy – the bigger issues

The why before the how?

Listening, Understanding & Educating



New technology brings business opportunity – but who gets it working when it breaks? Getting first level engagement formed one of Comms-care's major challenges. Everyone needs IT support – but where do you get specialist help if you are meant to be the expert? How do we break into this closed mind, and start a decision making process where Comms-care can demonstrate value from out-sourcing IT support and be seen as experts for every technological requirement? Challenging the preconceived notion that a choice didn't exist meant that we could identify (from CRM data) likely prospect organisations & roles within them. On full analysis 8 different individual audience typologies were created.

Having established choice as an option we need to help people understand where their pain points are – with their existing relationship or their existing support process. How do we delayer support into a consumable proposition? Make it digestible and relevant to the individual and their needs.

The final challenge was to ensure that once an engagement was established and understood, Comms-care were the provider of choice – with the expertise & references to demonstrate it. In line with the rest of the strategy we needed to make its proposition absolutely relevant to each customer – an engaging experience delivering content which is clear, concise and engaging.

objectives of the campaign

The end game



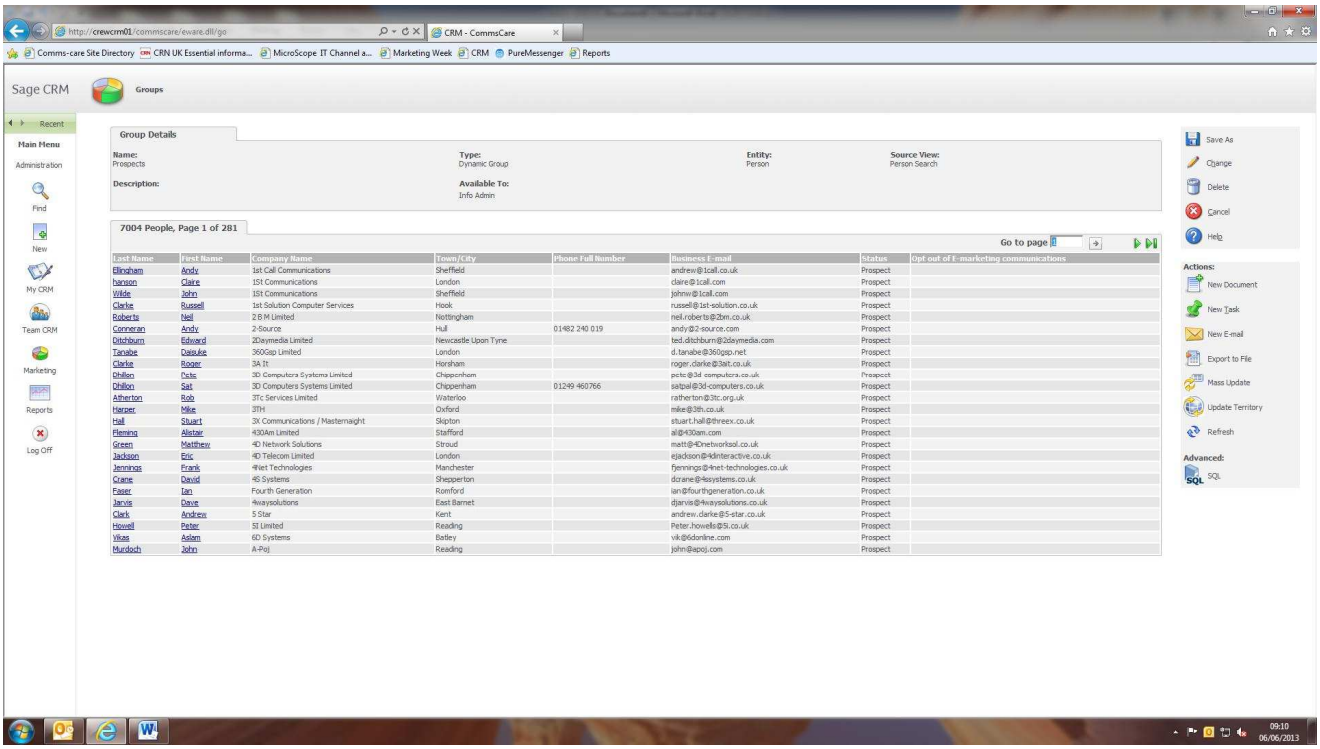
In line with a typical B2B sales cycle, we wanted to take prospects through an integrated online & offline journey. After all, we rarely buy from an organisation that we haven't met!

The eCRM based campaign was designed to deliver a connected, highly personalised, relevant customer conversation. It was vital to bring through the Comms-care brand values – 'We listen, We care' so once we established an initial level of engagement, we built on this, extending the conversation by gaining customer interaction in terms of responses to calls to action & serving dynamic content in line with responses and review. Once we had established a 1-2-1 customer engagement we'd have the ability to build rapport through the direct sales team which in turn developed Comms-care's wider dealings within the prospect base. The sales team saw the benefit of the communications as each call was to a 'warm prospect' where we already knew the pain points they felt and how Comms-care could develop them & translate to bottom line benefits.

the target audience

Who are we talking to?

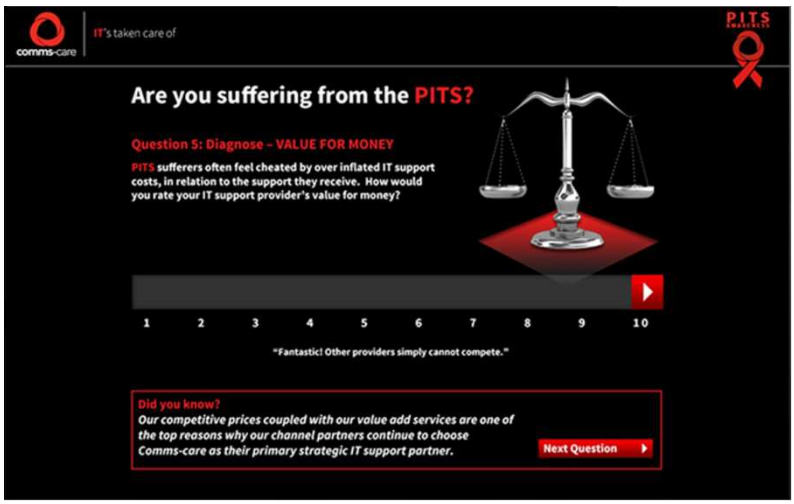
- Data Segmentation from CRM identifies 7004 prospects that meet the target criteria and are aligned with an internal sales person.
- UK wide
- Senior DMU (CEO, CFO, CIO, IT Director, CXO and procurement)



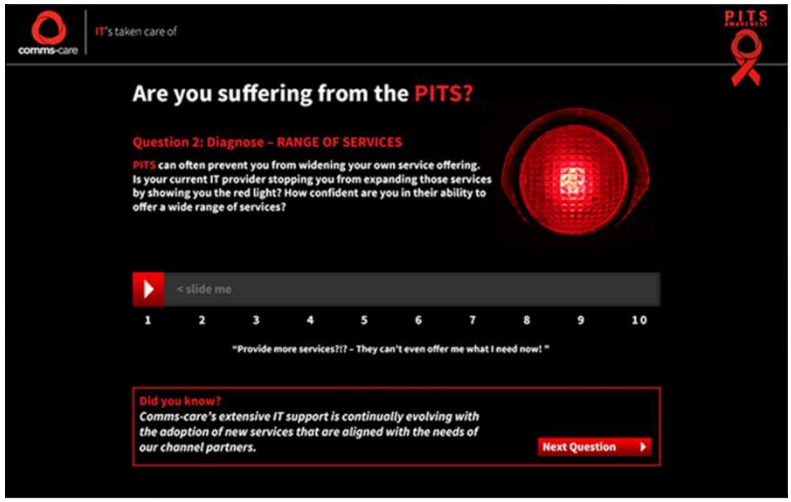
media, channels or techniques used

developing an engaging conversation

Email: Ability to intelligently use customer data to deliver dynamic, specific content, reinforcing the 'personal' touch and deliver a 1-2-1 engagement that built over time between the relevant Comms-care Account Manager and their customer. Split testing with immediate results allowed rapid evolution of campaign creative to ultimately drive recipients to click through to campaign microsites.



Campaign Microsite: HTML5 was used to create the conversation, providing a defined customer journey across devices by questioning, listening & responding within the confines of a site where copy & imagery changed dynamically in line with visual, auditory or kinaesthetic preferences. The customer data followed the conversation to the microsite allowing tailored content to be served. All interactions were tracked, recorded into CRM and fed back immediately to the business for follow up and to inform future campaigns.



Variable Dynamic Print: On completing the diagnostic journey, the prospect is given the choice of receiving a personalised DM pack with over 500 variable fields printed. For immediate satisfaction, a PDF version could also be downloaded.



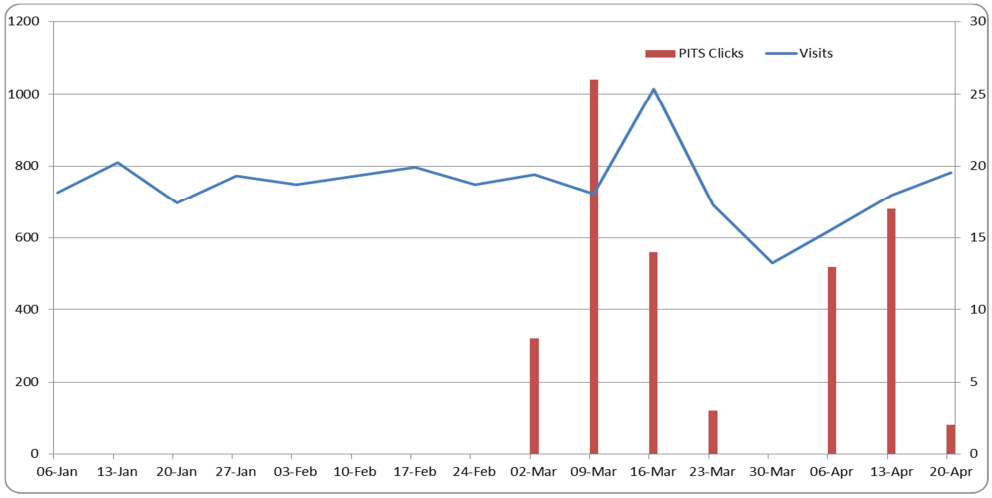
timescales of the campaign

how it all played out

The campaign spanned 2 months through March & April 2013.

Segmented customer data sets ensured campaign activity was planned to avoid fatigue & saturation of the data while also mindful of Internal Sales resource to follow up & progress engagements. Splinter 'nudge' campaigns ran alongside mainstay activity capitalising on niche behaviours from within pockets of the data.

360 degree reporting ran continuously throughout the duration of the campaign with weekly 'wash up' sessions to deliver learning's, insight, and gain feedback from the business.

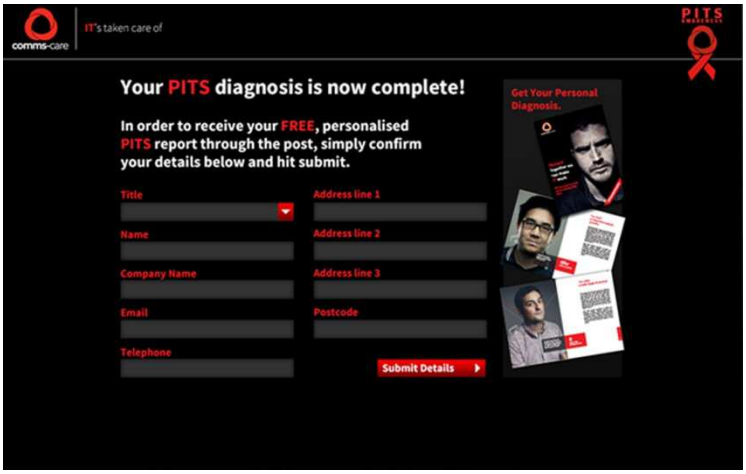


The 'PITS diagnosis' tool provided a huge amount of customer insight that was used to inform the sales team as well as informing future campaigning activity.

budgets

the cost of delivery

Client / Project Services:	£XXXX
Creative/Design	£XXXX
Technical/Development	£XXXX
Technology / Broadcast	£XXXX
Print & Delivery	£XXXX
Total budget:	**£XXXX**



results

the proof of the pudding

Total emails delivered:	6999
Average unique open rate:	46.52% (3256)
Average unique CTA conversion:	9.18% (643)
Microsite / destination conversions:	48.52% (322)

('conversions' were completed engagement tools & enquiry forms which went direct to the relevant Comms-care sales person for immediate follow up)

Variable Digital Print:	322 print / delivered
Pipeline generated:	excess of £XX million*
Return on Investment:	149.5 times

**Business Confidential information - only for use as part of the judging process.*

client testimonial

from the horse's mouth

"As a forward thinker in an essentially dry market, it is vital that we create a tone of voice which resonates with our customers & prospects. The brief for Purestone was to create a prospect engagement programme that opened conversation, demonstrated listening skills and then highlighted how Comms-care's technical expertise & quality of service could assist their business.

These campaigns were the start of a two-way conversation – listening to what areas of IT support our prospects were interested in, feeling their pain points and then communicating back to them with valuable information of how we could support them through very targeted and sophisticated media techniques.

The campaign results far exceeded our internal ROI benchmarks and we have rapidly built a pipeline of new opportunities. In doing so we have started a dialogue which feels unique in the IT services space – where Comms-care are a true extension of our customers' support teams.

It just goes to show how a strong creative concept coupled with an extremely precise execution and follow up can have such a positive impact on influencing new business and a healthy pipeline."

Richard Eglon, Marketing Director UK & Ireland, Comms-care Group

supporting material

presentation board 1

variable digital print book x2 variations

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