

CASE study

Business Units | IT, SALES, DISTRIBUTION

Client | LARGE NATIONAL WIRELESS SERVICE PROVIDER

Client Industry | TELECOMMUNICATIONS

Marketing Objective(s)

Implement an easy-to-use marketing tool for sales personnel to streamline their prospect nurturing process, allowing them to spend more time on sales initiatives.

Project Abstract

Shamrock needed to develop a web-based marketing tool for the client's marketing business unit to allow them to nurture and manage their business prospects for increased efficiency and productivity. This application needed to provide management with a centralized prospect database and various reports to assess sales representatives' productivity and status of their prospects.

Background

The client's marketing group needed a vehicle for their sales representatives to manage and cultivate their contacts. Although they had an internal system that assigned and managed the contact information, there was no real way to take that information to the next level. The client was looking for a simple, effective, consistent method for reaching out to these contacts on a personal level.

Shamrock's Solution

Strategy: Shamrock developed and implemented an online prospect nurturing system for the client using our Marketing Asset Management (MAM) tool. The tool takes leads files and loads data into the system so sales representatives can log on the site and see their business contacts and status. It also provides built-in communication tactics like mail, sales presentations, letters and mail merge. Templates for these items are loaded into the system and with a few clicks, sales representatives can send communication to prospects using branded templates that are professional and consistent. The system also includes productivity and prospect status reports for management.

How it Works: Shamrock created an easy tool for the sales representative to receive (in real time) their new contact listing for current wireless campaigns. The tool allows them to select tactics to use that are appropriate for that campaign or function. They no longer need to search multiple resources for information.

Why it Works: The partnership between Shamrock, the client and its multiple vendors allowed the sharing of technology, experience and common goals.