

Materials Testing Equipment Manufacturer to Stretch Performance with Siftwork

Imagine your business could bring together and exploit its scattered customer information to pinpoint new prospects, identify cross-selling opportunities, track loyalty, improve the quality of customer interactions and cut waste.

Whether you have a few dozen customers or a few million, customer intelligence is a measure of your power to access, link and analyse the contact, transaction and specialist data stored in your operational systems, including

- marketing and sales interactions with customers and prospects
- history and forecasts of customer turnover, products and services bought, customer profitability
- warranties, service contracts, renewals
- purchase plans, credit limit, feedback, loyalty.

Why just imagine? Your customer and sales information systems, invoicing and other operational computer systems already store most of the data you need.



In a high-return, low-risk project this test equipment supplier exploits its own data to reap higher service revenues.

This supplier sells materials testing equipment and services to manufacturers and laboratories around the world.

According to Accenture, suppliers like this often leave between 80% and 90% of the theoretically available revenue 'on the table' because they focus heavily on capital equipment sales and make only shallow investments in sales of associated services, spares, upgrades and add-on products. This is damaging since the services themselves are highly regarded, they promote customer satisfaction and contribute more to margin than equipment sales.

Even if the Accenture claim appears disproportionate, this client recognises that each equipment sale has the potential to generate at least a similar opportunity in services and upgrades. It is

therefore committed to focus significant sales and marketing effort there.

In order to identify prospects and formulate individual propositions or campaigns the sales and marketing teams need the product, upgrade, warranty, breakdown and other information about the customer installation - some of which is 30 years old.

But the information that these sales and marketing executives need 'on demand' does not reside in their CRM/sales automation system, but, is instead buried in a completely separate field services database and it required the resources of the IT department to link equipment data with current user site contacts.

Siftwork's role is to extract, analyse and publish hard-to-access sales and contract information and make it available to the sales and marketing teams wherever they are.

In fact, we consider that two classes of information are required.

The first class of information — for example, machine installations and upgrades at sites — changes infrequently but sales and marketing teams need to be able to access it wherever they work and to make selections. This type of information must be imported into the sales automation/CRM database. The second class of information — like planned

service calls — is only of value if real-time and visible over an internet or intranet connection.

This approach makes all the necessary information available to the sales team and marketing executives without demanding any additional data entry from them and with only a minimum supplementary training.

Whereas sales people used to have to telephone the field service call centre to find out what equipment was installed at their customers' sites, the information's now available wherever they are. And marketing execs can make the selections they need without waiting for help from IT.

Siftwork's approach is both highly effective and very low risk. No new data warehouses, new databases or new user applications are required.

Instead, for some of the information the strategy is to copy an extract of transactional data from the field service database to unused capacity in the sales automation/CRM database. While for the real-time data, the sales automation/CRM application simply opens a window on a specified grid of data already available in the field service database.