

## Siftwork to stir up more customers for award-winning services operation

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.

If your sales people are hampered because they can't access customer history, if your service people are compromised because they can't see who's eligible, if your strategists are uncomfortable because they can't see forecasts and repeat purchase intentions turn now to Siftwork. We'll help you with the skills and processes to expose the dispersed, inaccessible data you already have and to acquire the additional data you need.

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**Our client sells sophisticated electro-mechanical catering equipment to professional kitchens and offers award-winning and profitable maintenance and other services. It now wants to raise the proportion of its product customers who also buy planned maintenance contracts and start selling services for competitors' equipment. To succeed our client needs to expose and analyse more of the customer, product and warranty data that is hidden in its operational databases and invoke new, automated sales and marketing processes as well as new marketing materials.**

### Our client

A subsidiary of a continental manufacturer, our client supplies equipment to thousands of café/bar chains, gourmet restaurants, hospitals, schools, airline meal specialists and similar organisations. Ten product sales managers, approximately 50 mobile service engineers and a Berkshire-based contact centre provide the regular customer interface.

All electro-mechanical equipment is eventually vulnerable to fault or breakdown. In the kitchen, this can result in diner complaints, excessive power consumption, hygiene-related risks and often, the need to scramble unwilling and already-stretched staff from other roles to do the job by hand.

Our client offers attractively-priced maintenance contracts that recognise varied customer opening hours and circumstances and include regular service inspections designed to

minimise breakdowns. But only around 25% of users have a current contract.

### Our client's opportunity

The best opportunity to sell planned maintenance occurs

- to complement a warranty on new equipment
- on expiry of a warranty
- on expiry of an earlier contract or
- when a customer without a contract requests help from the contact centre.

In addition, there is a large mature user base which has never had a contract and is available for prospecting. Contracts are priced at from around £100 to several thousand pounds depending on the type of equipment and service level. Therefore, even at a most conservative projection, a turnover boost of hundreds of thousands of pounds is achievable.

What's more, maintenance business offers high margin, is paid up-front and computerised route planning tools minimise travel costs for service inspections. Therefore a higher than average margin contribution is available.

**In addition, a population of well-maintained equipment enhances the supplier's reputation.**

### Held back by lack of ingredients

Today the client uses a sophisticated computer application that manages delivery of on-site services to the kitchen manager or site engineer but offers little or no help in selling or renewing the contracts.

The current application doesn't alert staff when a contract is about to expire. It doesn't store information about head office contacts in purchasing or facilities departments where contract purchase and renewal decisions are often made. It doesn't offer sales contact management functionality.

Siftwork's challenge was to design and implement a sales contact management solution that

- stores contact and communications

- data about any number of individuals at the customer company
- records interactions with them
- displays up-to-date contract and warranty history and
- delivers alerts about expiries and other potential sales impulses to authorised staff.

### An updated recipe

Siftwork is providing a new custom solution based on the GoldMine Customer Relationship Management (CRM) application. Contract and warranty details will be imported regularly from the existing service delivery application using the Inport data tools from Inaplex Limited.

Detailed information about each contract – including searchable expiry dates and products covered - will be displayed using Details Plus from Solica Consulting Limited. In addition, boardroom level reports and alerts will be delivered using Crystal Reports from Business Objects SA.

Siftwork will create several new selling resources like telephone selling scripts, and make sure these and existing resources like contract templates, brochures and price lists are accessible to staff.



Now, in a single view, staff tasked with selling service contracts will see all their customer interaction history, including emails and letters, their outstanding actions such as call backs for any number of individuals at each customer, as well as current service agreement details including the equipment covered. They can initiate mail-merges, send emails, fax draft contracts, schedule phone calls to groups of customers who have imminent expiries with the click of just a few keys; each of these actions being recorded in their calendars and contact history.