



## CASE STUDY

### Leveraging a Contact Management Strategy

#### Client

A world leader in developing, manufacturing, and supplying printing solutions

#### Business Challenge

Faced with direct competition, the Client needed a cost-effective customer and product management strategy that would enable them to better understand and anticipate customer decision-making and buying behavior. Specifically, they wanted to understand the effectiveness of their marketing campaigns; determine their market position by type of business (e.g., small-medium and large enterprise); know which products contributed most to their bottom-line financials; and reduce their cost of sales.

#### Solution

Direct Alliance developed a customer database analytical modeling program to review customer monthly, quarterly, and annual purchasing patterns over a three-year period. From this, Direct Alliance developed a scoring model to identify customers with a high-propensity to purchase within a specific quarter. The second part of the solution was the development of personalized product offerings to accommodate the customer's quarterly buying cycle that were supported by personalized electronic direct mail and call campaigns. Weekly pipeline reviews were conducted to continually evaluate the progress and success of customer contact and sales efforts

#### Learnings and Outcomes

Direct Alliance's partnership with the Client was instrumental in turning around results. They took an integral role in forecasting monthly sales and developing promotional materials for the Client. In addition, monthly sales reviews and marketing suggestions increased consumer awareness of the Client's brand and resulted in a commitment by the Client to double advertising through radio, print, and television.

#### Metrics

The Direct Alliance scoring model predicted customer buying patterns with 90% accuracy and customer touch improved to 100% from an average of 30%. Improved accuracy and effectiveness led to a 98% increase in first quarter revenues vs. only 69% in prior quarter, and buying accounts increased 42% percent year-over-year.