

Our contact management expertise transformed the way Kcom communicates.



THE CHALLENGE.

In 2003 Kcom, a significant player in the UK telecoms and IT market, approached us to design and build a bespoke, web-enabled contact management system. Key deliverables were that the system had to be able to track and trigger all their customer, lead and prospect activity, provide Regional Sales Consultants with easy access to accurate customer data as well as providing Senior Management with a key information and management tool.

THE PROCESS.

Making maximum use of our experience of managing similar processes offline enabled us to ensure that the online system incorporated enhancements that would maximise efficiency and accuracy. When new details were added, the system automatically used intelligent search techniques in an effort to match them to existing customers or prospects prior to creating a new record. The system also ensured that details of all previous marketing and contact activity remained attached to the customer record as it progressed from prospect to customer or when their business details altered.

We continuously enhanced the systems from initial design in 2003 to 2009, at which point the processes were ported onto a new Salesforce.com solution. Our support for this change included being part of the project team carrying out the initial Salesforce.com set-up, cleaning 250,000 data records from 3 separate sources prior to importing and implementing a suite of reporting and training facilities.

Throughout its development, the contact management system has provided Kcom's Regional Sales Consultants with secure access to live customer and lead records together with a comprehensive communication history tracking each prospect through their conversion to a customer. We continue to manage all customer and prospect data for Kcom's regional and partners divisions, as well as handling their mailing and e-marketing activity.

The 2009 launch of the Kcom brand, during which HWC managed extensive customer communication, demonstrated the efficiency and effectiveness of HWC's support, which is provided via a dedicated Account Manager supported by skilled Client Services and IT teams.

THE RESULTS.

Kcom now targets and manages campaigns to customers, leads and prospects more accurately, easily and consistently. Speedy access to accurate data means that customer communications can be generated in just a few hours, rather than days. In addition, Kcom now enjoy the ability to accurately measure ROI by tracking campaign responses through easy to use online reports. Pleasingly, ROI has shown a marked increase since the introduction of the original facility and continues to increase as the processes are further developed.

"HWC have worked as part of our marketing team for 7 years, and have been an essential element in ensuring Kcom can effectively communicate with our customers and target market businesses. They have also ensured we have much more control of the measurement of our marketing activity ensuring our marketing budget is invested in those areas that are having a real business impact."

Nick Humphreys,
Head of Marketing Communications,
Kcom



FURTHER INFORMATION.

To find out how we could help you with CRM, lead generation or other business processes, please contact:

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