



Increasing Client Retention, and Brand Awareness for Leading Provider of Technology Services

Case Study on a

**MAJOR FORTUNE 500
IT SERVICES COMPANY**

THE CAMPAIGN

Matt Cowan Prospecting ran an initial three-month long telemarketing pilot for the client back in September 2018. The core goals were to help improve the client's overall retention rates on the maintenance renewal side of their business. The key objectives were to **a) improve brand awareness via client contact calls**, **b) reduce the time frames for renewing existing client contracts, making sure they do not expire**, and **c) help improve client retention rates, thus improving revenue and growth for the extended renewals team**.

Campaign Execution

Initially, Matt Cowan Prospecting approached the client cold with the concept of providing them lead generation (Net-New pipeline build). After the first strategy call, it soon became apparent that this was not a significant need for the business; the real challenge was around client retention and renewal management within the company.

Setting up for Success

During the setup phases, Matt Cowan Prospecting made it clear that they would need to establish the most effective processes with the client to make sure the campaign was set up for success. We needed to understand the complexities of the renewals business (the key stakeholders involved, the solutions, their unique value proposition), and identify which tools would be most effective for the initial pilot.

Utilizing the Right Tools

Given the complexities of the client's data tools, one of the first challenges to overcome was how to gain access to critical client data, including contact information, client renewal contractual information with renewal dates, and the physical hardware/solutions the client was using. Given that some of the hardware components have a limited lifespan, it was important that Matt Cowan Prospecting understood the technicalities behind these to improve the client renewal rates.

Solution:

Matt Cowan Prospecting worked very closely with the core client team, including the Renewals Business General Manager, Operational Manager, and the extended Renewals team. By internally coordinating what was needed in terms of client data and management tools, we were able to create a system which could **a) be used effectively by Matt Cowan Prospecting**, and **b) be communicated easily to the client's extended team in one language in terms of the high-level reporting**.

Client & Lead Retention Management

One of the most core components of any Lead Generation campaign is the lead management process. You can have all your ducks in a row in terms of the right script, skill set, value proposition, and target list, but if the leads are not followed up promptly, you risk losing the opportunity due to limited time, and resources constraints. The client and Matt Cowan Prospecting needed to make sure that renewal requests, including any upgrade opportunities with existing clients, were passed to the correct team members, and followed up on time.

Solution:

The client provided Matt Cowan Prospecting with a clear picture of the renewals business, the process to follow, and the correct internal contacts to 1) utilize for new renewal requests, or 2) upgrade opportunities to be managed effectively, and efficiently. Matt Cowan Prospecting not only provided a qualified resource to manage the client renewals, but also a management pillar who would follow up and handle the key stakeholders, to ensure the wheels were all spinning in the right direction.

Stakeholder Management

One of the key challenges that needed to be resolved was how to manage all the client's relevant stakeholders in the most appropriate manner. To make sure that this progresses on time, Matt Cowan Prospecting had to understand exactly how this worked, and who and when to speak to depending on the client and identified renewal opportunities.

Solution:

Once the initial pilot went live, it was imperative that Matt Cowan Prospecting followed a continuous learning mentality across not only the solutions and renewals process, but also mapping out the key stakeholders, and managing precisely whom to contact and when. With the help of the client, the BDM at Matt Cowan Prospecting was able to create a list of all the key account managers, channels, and the client's partners, assigning each with their respective accounts. By adding structure to the process, we were able to significantly improve the time between initial client renewal requests, quote requests, invoicing, and final payment.

THE RESULTS

The critical goals of the pilot were to **a) reduce the number of clients with expired maintenance contracts,** and **b) improve the number of clients renewing these contracts, including hardware upgrades, and qualifying net-new client opportunities.** After the first two months of calling, the client shared the excellent news that thanks to the efforts of the campaign, client renewals had increased, while expired renewals were at an all-time low.

OVERALL ASSESSMENT

Overall, both the client and Matt Cowan Prospecting are incredibly pleased with the results; not only had the project helped to improve client renewal rates, but it also helped to solve a major pain point within the client's Maintenance & Renewals business. Thanks to the cooperation of both parties – collaborating professionally, sharing ideas, and communicating across all stakeholders – we were able to help the client drive business sales, grow the core business, and improve the overall bottom line.

REPEAT CAMPAIGNS

Due to the excellent results we all achieved from this pilot run, both Matt Cowan Prospecting and the client agreed that the project was a significant success and helped to solve a significant challenge within the

business, providing value across all the major stakeholders involved. Matt Cowan and the client agreed to sign up to a year-long contract covering most of 2019, continuing the great success and achievements within the client's business.

THE FUTURE

Matt Cowan Prospecting and the client are already three months into the new agreement and couldn't be happier with the results. Both parties are continuing to learn and improve the process to help boost the client renewal rates, improve client retention, and ultimately improve the client's revenue and profit. Both parties are currently in discussion to look at extending the scope of work out to other areas of the client's business, including the potential opportunity for Net-New B2B Lead Generation activities.

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