



PCA Group builds direct B2B sales and marketing organisation for Morse PLC in 5 weeks

Company

Morse PLC

Sector

Technology

Geography

United Kingdom

Phases

- Vision & Business Case
- Implementation

Duration

5 weeks implementation

Key Metrics

The organisation supports

- Over 2,000 customers
- £15M revenue
- The full range of Morse products and services

PCA Group, the leading marketing and CRM consultancy, designed and built a new direct business-to-business sales and marketing organization for Morse plc. This new organization complements the traditional field sales force and allows Morse to serve over 2,000 of its existing customers with the full range of Morse products and services, primarily using the direct channels of telephone and email. Additionally, the organization is the single point of contact for new customer enquiries and provides the execution arm for marketing and demand generation.

Morse, the pan-European technology integrator, wanted to grow those of its customers who did not have a dedicated field sales manager by providing a high-quality of service and building an intimate customer relationship while keeping costs firmly under control. Primarily using the telephone and email for contacts, it was important to provide a single point of contact for each customer transaction and a true "one-and-done" experience.

Furthermore, Morse wanted to provide a single point of customer contact for marketing activities to act both as outbound execution engine and as the inbound contact handling organization.

The PCA Group demonstrated how this could be achieved by implementing a single organizational unit across all Morse products and services. This represented a new approach for a company that has traditionally been structured in divisions aligned with a single vendor. However, it was seen as essential in order to truly build a customer-centric relationship, grow the customers to higher spending segments, and to keep the cost of sales low.

The PCA Group was engaged to implement the solution based on its proven delivery methodology and deep understanding of relationship marketing. The new organization providing for relationship marketing and sales across multiple channels was built and operational in five weeks.

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The cost of the operation was kept firmly under control by focusing on providing service through telephone and email. However, customer satisfaction is paramount, and the organization includes dedicated field sales managers as an escalation point for complex sales.

With a clear focus on and responsibility for developing the customer relationship across all products and services, the team is able to increase the immediate revenues and develop the accounts to higher spending segments.

The integration with marketing to provide a single execution engine gives lower marketing costs and ensures a consistent message and prevents campaign duplication.

The organization is an aspirational place to work within Morse, both in its own right with a £15 million target in its first year, and as a training ground for sales people wanting to take on bigger individual targets and field responsibilities.

"This organization is a key element for us as we develop Morse," says Keith Taylor, Managing Director of Morse T&I. "Not only does it provide significant revenues in its own right, but it is a clear model for developing and growing accounts. It provides focus for our growth plans and a model we want to extend across the business."

Timing

The organization was implemented and operational in 5 weeks.

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Business Benefits

The benefits from the new organization include:

Reduced cost of sale: a focus on direct sales with streamlined processes.

Increased revenues: through relationship building and cross-product focus, the organization is able to increase immediate revenues.

Account development: with a clear focus and explicit targets, accounts are developed to higher-spending segments.

Streamlined and consistent marketing: a single point for executing marketing campaigns means lower costs, consistent messages, and no campaign duplications.

Employee development: an aspirational place to work and a training ground in sales and relationship building.

Visit The PCA Group on the web at www.pcagroup.co.uk or call them on +44 8701 614 195.