

Validation of Engagement Activities

SITUATION

In 2013 a Chief executive for a major Energy Company in the UK has prioritized a major initiative to encourage his Sales managers to engage more with top customers. Surveys have suggested a lack in customer satisfaction due to decreased engagement between sales managers and top customers. This **lack of proper engagement had been a major factor in decreased sales revenue for Q1 and Q2 of 2013**. The executive would like Hypersoft to deliver analysis on how to reverse the decrease in engagement between sales managers and key customers.

KEY HYPOTHESIS

We have a standard engagement process for all of our sales managers. We believe that this is adhered to 75% of the time.

SOLUTION

Hypersoft and the energy company partnered on a project to deliver the following:

- Hypersoft delivered an anonymized report outlining key engagement step activities for all sales managers over the past 3 months
- Hypersoft then categorized type of contact and engagement activity(i.e. family, executive of customer, procurement manager of customer, call, meeting, lunch, location internally and externally)
- The contacts and activities were then compared to customer satisfaction surveys and monthly purchasing totals.

BENEFITS

Delivered anonymized analysis of all sales managers customer engagement steps. We validated the customer Key Hypothesis

- Validated sales managers activities and compared to the most and less successful managers.
- Analysis was used to create a better training process based on successful business development activities at the Energy Company.
- Analysis used to measure future performance and prediction of successful engagement activities

Hypersoft collects data prior to and after the group seminar with clients to measure impact and return on their investment.

RESULTS

- 25% increase in time spent on meetings, and phone with key customers
- 44% increase in aligning tasks and calendar with objectives
- 38% increase in satisfaction with work/life balance
- 35% increase in turning prospects into paying customers
- 35% less time unplanned in the calendar
- 46% reduction in wasteful activities