Case Study

Technology Company Gains $174M in Revenue with Help from Revana

Industry

Technology

Solutions & Products

Customer Acquisition and Customer Growth and Retention

Business Challenge

When sales and marketing executives at an international technology manufacturing and consulting company needed to boost sales from their existing customer base and target new customers in specific markets, they wanted to take a smart marketing approach to increasing revenue. Not only were they interested in leveraging customer data analytics to help them identify the most profitable cross-sell and up-sell opportunities and prioritize initiatives based on customer value, they were also interested in using customer experience strategies to improve sales and marketing interactions.

Specifically, the technology company needed to increase incremental revenue from existing customers in the global enterprise market, the public sector, and the government industry. Plus, they wanted to find new customers in these areas. Business leaders sought a partner who could:

- Evaluate and analyze current customers and their behavior
- Turn customer insight into a meaningful marketing program
- Design and develop marketing materials
- Execute sales and marketing activities to generate more revenue

Secured

130

new customer accounts in just three months

Solution

Revana was the selected partner, because its holistic Acquisition and Growth and Retention solutions provided an end-to-end approach that would strategically align with the technology company's corporate goals. Revana used the company's existing communication strategies as a foundation to build a digital marketing plan that would engage customers with relevant communications and increase customer lifetime value in the three target markets.

First, sophisticated customer data analytics were used to evaluate the strongest market opportunities, gain insight into customer behavior, and anticipate purchasing decisions. Customer profiling, behavior pattern recognition, and predictive modeling helped Revana's revenue generation experts design a research-based program that would maximize sales results.

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Revana also assembled a team to execute the plan that included:

- Twenty-two dedicated sales professionals, including account managers and technical specialists
- A bid response to efficiently respond to multi-million dollar RFPs
- Design and develop marketing materials
- A lead generation to focus on acquiring new customers

Before putting the plan into action, Revana leveraged social media and interactive tools to further encourage customer engagement and build personal relationships between the Revana sales professionals and the technology company's customers. When customers logged into the technology company's online customer portal, they were quickly directed to a welcome webpage featuring their designated inside sales account manager. This webpage included a photo, a personalized greeting, a short biography, contact information quick links, as well as an invitation to connect via social media. When the Revana account manager was in the office, the customer was presented with a click-to-chat option that enabled instant sales and service assistance.

Customers were greeted with a personalized message from their account manager and an invitation to chat about their needs.

Generated
$174M
in revenue in 2012

With the customer growth and retention program in place, Revana's technology-powered marketing campaigns began driving traffic to product webpages and also to the personalized account manager webpages. Warm-up e-mails from the account manager reminded customers of their sales representative's name, and introduced any new account managers covering their region. Then, quarterly e-mail campaigns announced new computer products and reminded customers to buy before promotions ended. Additionally, Revana's next-generation customer tracking and analytics tools were used to create personalized experiences for each customer. Revana's Analytic Multichannel Platform™ used customer purchase history data to automatically trigger campaigns that delivered complementary offerings such as storage, software, and subscription services. Knowing which servers each customer had purchased, Revana's marketing campaigns also automatically recommended product upgrades based on the customers' previous product preferences.

Results

After just six months, the Revana team executed cross-sell, up-sell, and customer acquisition campaigns that generated more than $174 million in revenue for the technology company. In the second quarter of 2012 alone, the inside sales team acquired 130 new accounts and delivered $115 million in revenue. This was the highest revenue producing quarter that the technology manufacturer had experienced in over two years, which is helping the company rejuvenate revenue faster after the economic downturn. The team sold servers, storage, and software solutions, and increased revenue year over year by 15 percent. These results were achieved with 22 Revana sales professionals serving 1,500 existing customer accounts.

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The Revana solution not only reached the three target markets with a data-driven sales solution, it enhanced the customer experience using social media and adaptive marketing analytics technologies that delivered more relevant marketing communications and fostered lasting relationships. Each customer touch point created a more intimate customer interaction that invited sales conversations and simultaneously made it easier for sales professionals to build trust and communicate product and service value propositions.

Conclusion

By partnering with Revana, the technology company was able to act on new opportunities in target markets, increase incremental revenue, and boost customer lifetime value in some of their most important customer segments. Revana's automated sales engine provided the technologies and capabilities the company needed to increase revenue while simultaneously creating personalized and friendly sales experiences. With the immediate success of the Revana partnership, business leaders have elected to expand the program with more resources dedicated to the customer acquisition initiative.

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