

SQWARE PEG CASE STUDY

TelstraClear

Situation

TelstraClear is a voice and data company providing innovative marketing leading products, services and customer focus to the business, government, wholesale and residential sectors in New Zealand.

The TelstraClear Residential teams were about to begin marketing to multiple exchange areas around New Zealand, where the local loop has been unbundled (i.e. they can compete with the incumbent provider for residential business). TelstraClear were aiming to utilize a range of macro and micro marketing techniques in order to acquire more customers and generate more revenue. Key products included telephone lines, telephone calls, broadband and mobile.

Multiple Campaigns based mostly on Direct Mail to targeted addresses were to be run over exchange areas, which were then followed up with out bound phone calls and visits from the direct sales team. This provided TelstraClear with a set of unique challenges, specific key issues included:

- No single marketing database with which to run the campaign(s) (mostly done with excel spreadsheets outside the existing CRM system)
- Limited ability to store 'address data' with relevant information such as 'On Net' and 'Off Net'
- No way of proving ROI (no access to tangible marketing results which made it hard to determine where to invest marketing fund next time around)
- No closed loop with sales (ie sales and marketing were not properly intergrated)
- Limited historical analysis of campaigns
- Limited ability to select profiles/segments for specific marketing campaigns.

- Sometimes marketing efforts could overlap
- No real prospecting tool for the Telemarketers to utilise
- No way of scheduling automatic call backs to customers who indicated an interest in TelstraClear products in the future
- No way of allocating 'hot leads' based on performance
- Limited web activity



In summary there was a significant opportunity to improve the way in which these Campaigns were operating and to close the gap between Marketing and Sales. It was also critical to be able to provide the Telemarketing teams with a sales tool that would enable them to record their prospecting and sales activity.

"Salesforce.com has been well implemented by Squire Peg and has been a refreshing alternative to more traditional software solutions..."

Steve Jackson, Head of Consumer

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Solution

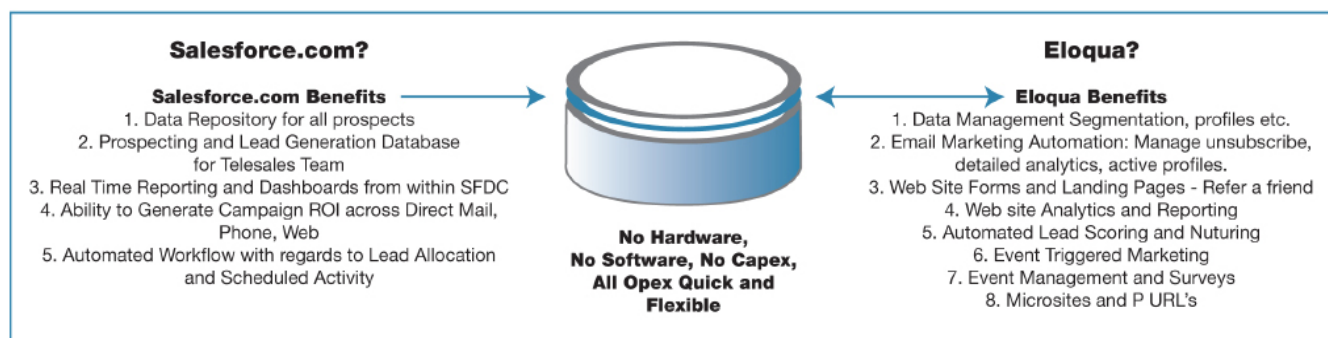
Needing more visibility into Campaign success and realising the benefit of having integrated sales and marketing processes within one platform TelstraClear engaged Squire Peg in late 2008 to assist in solving these challenges.

Squire Peg recommended the implementation of both Salesforce.com and Eloqua as displayed in the diagram below. Both of these platforms are 'SaaS' solutions requiring no hardware and no software all provided via cloud computing and the Internet.

All prospecting activity was logged against each customer and incentives designed to encourage the Telemarketers were also stored in Salesforce.com.

More importantly Salesforce.com was customised using 'Profiles' to ensure that each different set of stakeholders received the management information they required to achieve their objectives.

ELOQUA
THE POWER TO SUCCEED.



This provided TelstraClear with Lead Management and Campaign ROI from Salesforce.com whilst Eloqua provided the Marketing Automation tools that TelstraClear required in order to drive further segmentation and enhanced marketing.

Detailed Business Requirements sessions were coordinated by Squire Peg and the design and shape of the solution was structured. TelstraClear wanted to ensure that Salesforce.com was easy to use and that it followed a logical process that could be used to help steer the customer received the best value recommendation based on his/her spending patterns. If a customer agreed to proceed with a new offer from TelstraClear then the Prospect was immediately converted to a customer with Salesforce.com and the products and services sold against the customer's were recorded.

Each prospect and sale was tracked back to a specific campaign ensuring the marketing team had a much better understanding of the success of a specific campaign.

Customised dashboards and reports were provided to the Executive team, Marketing, Sales, Team Leaders and also the Telemarketers themselves, ensuring that key KPI's were visible across the board.

Once customisation had been completed the data from customers and prospects was imported. Salesforce.com now stores almost 1 million consumer records and a regular batched process using Squire Peg FTP services updates the information from the back end systems into Salesforce.com.

Squire Peg then provided 'Train and Trainer' services to TelstraClear and also brought the internal project team up to speed to encourage self-sufficiency with regard to changing field layouts, creating new profiles and generating dashboards and reports.

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Result

The system went live in late Jan 2009 to complete a 3 month project rolled out to over 70 users. Feedback from the Telemarketing team and team leaders has been positive. Salesforce.com makes sense for the Telemarketing teams as it helps them sell more as they are now able to store call back dates, conversations etc against potential customer whereas previously this was not possible. Marketing have experienced a continued improvement in Campaign efficiency and success and have closed the loop between marketing and sales. The management team now have access to information that was previously unavailable that enables them to steer their teams in the right direction.

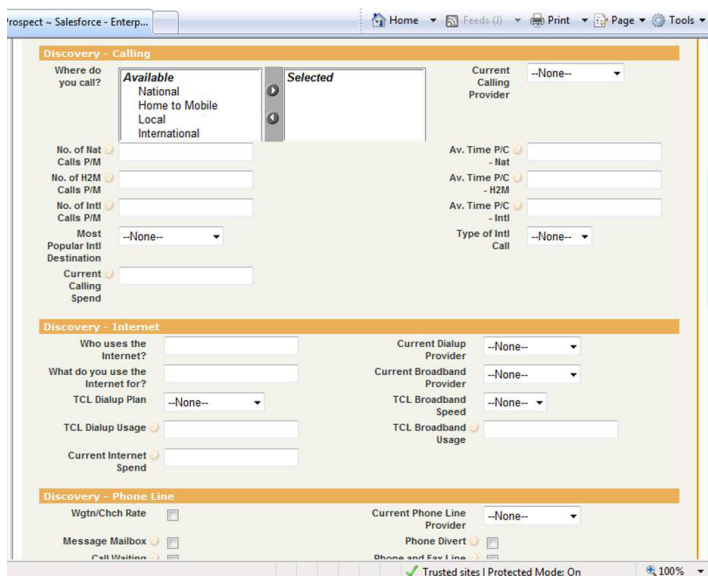
Further expansion of Salesforce.com is planned to deal with the payment of commissions, the sales rejections process and into other areas of the consumer term.

"... We now have an easy to use prospect generation tool for our CSRs and have moved from limited campaign visibility to a much more tangible situation where we are able to prove how successful our campaigns have been.

All changes through the project life cycle have been quickly and easily added, and we are now in complete control of our own system, which makes life much easier. We are looking forward to expanding the role and value that Salesforce.com plays within the Consumer Team."

Steve Jackson, Head of Consumer

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The screenshot shows a Salesforce.com interface for prospect generation. It is divided into three main sections: 'Discovery - Calling', 'Discovery - Internet', and 'Discovery - Phone Line'. Each section contains various input fields and dropdown menus for data entry. The 'Calling' section includes fields for 'Where do you call?', 'No. of Nat Calls P/M', 'No. of H2M Calls P/M', 'No. of Intl Calls P/M', 'Most Popular Intl Destination', 'Current Calling Spend', 'Current Calling Provider', 'Av. Time P/C - Nat', 'Av. Time P/C - H2M', 'Av. Time P/C - Intl', and 'Type of Intl Call'. The 'Internet' section includes 'Who uses the Internet?', 'What do you use the Internet for?', 'TCL Dialup Plan', 'TCL Dialup Usage', 'Current Internet Spend', 'Current Dialup Provider', 'Current Broadband Provider', 'TCL Broadband Speed', and 'TCL Broadband Usage'. The 'Phone Line' section includes 'Wgtn/Chch Rate', 'Message Mailbox', 'Current Phone Line Provider', 'Phone Divert', and 'Phone and Fax Line'. The interface also features a 'Home' button, a 'Feeds' dropdown, a 'Print' button, a 'Page' dropdown, and a 'Tools' dropdown. At the bottom, there is a status bar indicating 'Trusted sites | Protected Mode: On' and a zoom level of '100%'.

For more information on Squire Peg services please visit www.squirepeg.com or phone +61 (0)2 9299 9001

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