



Your Contact Strategy **HORSEPOWER**

DATABASE DEVELOPMENT

Case Study

The Problem:

- ***A leading call center consulting company conducts audits on internal or external call centers for improvement purposes. As part of the audit, they capture hundreds of metrics. These audits and, hence, metric information was being stored individually on excel spreadsheets.***
- ***CCI contacted them proactively to design, build and develop a marketing plan to build a benchmark database to be used in conjunction with their current clients during business reviews, but also as a stand-alone product to increase revenue and fill a market need.***

The CCI Solution

CCI designed and built a benchmark database utilizing a phased product development methodology to ensure all the internal and external customer requirements would be met while at the same time meeting budgetary requirements.

Once the database was built and in use by the internal auditors, CCI conducted marketing research to determine customer and prospect needs and awareness, purchase propensities and pricing strategies. Based on the marketing research results and feedback from the global auditors, CCI developed a high level marketing strategy that was provided to their contracted agency.

In addition, CCI acted as the internal product development manager conducting internal and external training sessions, assisting on sales calls, developing and organizing webinars to gain awareness and build revenue for the new product.

The Client Benefit

As a result of developing the benchmark database and conducting the market research, the client has gained many benefits including:

- Developing a new revenue stream by offering benchmark data to their clients and prospects
- Reinforcing their leadership position by offering key data points in business reviews to help prioritize initiatives
- Shortening the sales cycle by providing instant credibility to prospects using the benchmark data
- Reducing internal costs by streamlining existing data entry processes
- Improved data accessibility saving time and money as well as increasing the accuracy of information.

All of this was done without disrupting the day to day activities or revenue of their extremely busy global consulting staff.

For more information, go to www.cicrm.com or call 1-812-623-8778