



## Client Success Story : IBM Retail UK

### – *Solution Selling for the Retail Industry*

#### ***About IBM***

IBM, the world's largest technology company is the world's number one server company and information technology provider, with 80 years of leadership in helping businesses innovate. IBM helps customers, business partners and developers in a wide range of industries that leverage the power of the Internet for e-business. The Retail industry is a key vertical market for IBM UK.

#### ***The Challenge:***

IBM's UK Retail Team had a dilemma. How do you move from generating simple "product" based opportunities, to generating sales leads for complex solutions involving multiple offerings and ISV partners? Moreover, how do you use an outsourced lead generation agency for so complex a task, and have them integrate with your partners?

#### ***The Solution:***

Having reviewed a number of agencies, IBM chose TSL to implement the project. As Retail Solutions Market Manager, John Liberty explains:

"We chose TSL because it was clear they were an agency with a difference. They understood the complex messaging that would be required to generate sales leads for sophisticated solutions such as CRM, ERP and SCM. They also had good experience working with indirect channels, which is a key element of our work. Finally, they had senior telemarketing staff that IBM could rely on to represent us professionally in the marketplace."

Apart from generating and nurturing highly qualified sales leads, the project also had a complex data management element that required TSL to;

- Build a custom database to house the data
- "Suppress" certain contacts from other lists based on IBM's "multi-touch" strategy so that contacts were not over-exposed.
- Perform regular imports and exports to maintain the most up to date information on the entire UK Retail segment.
- Use marketing metrics to establish the most productive segments and make recommendations for future targeting.
- Generate new contacts and "tag" obsolete ones.

#### ***The Results:***

TSL has consistently hit the targeted lead rates. More importantly, these rates are based on leads accepted by IBM and Business Partners (accepted leads) not just leads sent by TSL. Both TSL and IBM teams work closely to refine the messaging over time, and focus on new areas of interest within Retail, such as "Chip and PIN" and RFID.

According to Doreen Eatough, Integrated Marketing Manager, EMEA:

"IBM are very happy with TSL's work for us. When we chose TSL we were looking for a proactive agency that would do more than simply implement telemarketing campaigns. We needed a results-oriented partner that would add value to our work, generating new ideas and solutions for complex campaigns we were planning to run. TSL's commitment to making these projects a success and "going the extra mile" whenever necessary has made them a valuable partner for IBM."