



B2B sales and marketing organization for Morse PLC

Company

Morse PLC

Industry

Technology.

Geography

United Kingdom.

Phases

1. Vision & Business Case.
2. Implementation.

Duration

5 weeks.

Key Metrics

The organization supports

- Over 2,000 customers.
- £15M revenue.
- The full range of Morse products and services.

Business Benefits

- Reduced cost of sale.
- Increased revenues.
- Account development.
- Streamlined and consistent marketing.
- Employee development.

Team

James Wilkinson

Allan Engelhardt

CYBAEA, at the time trading as The PCA Group, the leading Marketing and Customer Relationship Management consultancy, designed and built a new direct business-to-business sales and marketing organization for Morse plc¹. This new organization complements the traditional field sales force and allows Morse to serve over 2,000 of its existing customers with the full range of Morse products and services, primarily using the direct channels of telephone and email. Additionally, the organization is the single point of contact for new customer enquiries and provides the execution arm for marketing and demand generation.

Morse, the pan-European technology integrator, wanted to grow those of its customers who did not have a dedicated field sales manager by providing a high-quality of service and building an intimate customer relationship while keeping costs firmly under control. Primarily using the telephone and email for contacts, it was important to provide a single point of contact for each customer transaction and a true “one-and-done” experience. Furthermore, Morse wanted to provide a single point of customer contact for marketing activities to act both as outbound execution engine and as the inbound contact handling organization.

The project demonstrated how this could be achieved by implementing a single organizational unit across all Morse products and services. This represented a new approach for a company that has traditionally been structured in divisions aligned with a single vendor. However, it was seen as essential in order to truly build a customer-centric relationship, grow the customers to higher spending segments, and to keep the cost of sales low.

CYBAEA was engaged to implement the solution based on its proven delivery methodology and deep understanding of relationship marketing. The new organization providing for relationship marketing and sales across multiple channels was built and operational in five weeks.

“We could not have delivered this change programme in five weeks without the support. The methodology is robust and produces results on time, and the experience of the team was invaluable in ensuring the completeness of the solution.”

“We could not have delivered this change programme in five weeks without the support,” says Douglas Myhill, implementation manager at Morse, about CYBAEA.

¹ On 21st June 2010, 2e2 announced the completion of its £69.8 million acquisition of IT services and technology company Morse. This company was subsequently dissolved four years later with assets having been sold to O2, Daisy, Logicalis, and G3.

The cost of the operation was kept firmly under control

“Their methodology is robust and produces results on time, and the experience of the team was invaluable in ensuring the completeness of the solution.”

The cost of the operation was kept firmly under control by focusing on providing service through telephone and email. However, customer satisfaction is paramount, and the organization includes dedicated field sales managers as an escalation point for complex sales. With a clear focus on and responsibility for developing the customer relationship across all products and services, the team is able to increase the immediate revenues and develop the accounts to higher spending segments. Deep integration with marketing provides a single execution engine, enabling lower costs, ensuring a consistent message, and preventing campaign duplication.

The organization is an aspirational place to work.

The organization is an aspirational place to work within Morse, both in its own right with a £15 million target in its first year, and as a training ground for sales people wanting to take on bigger individual targets and field responsibilities.

“This organization is a key element for us as we develop Morse,” says Keith Taylor, Managing Director of Morse T&I. *“Not only does it provide significant revenues in its own right, but it is a clear model for developing and growing accounts. It provides focus for our growth plans and a model we want to extend across the business.”*

The organization provides focus for our growth plans and a model we want to extend across the business.”

The benefits from the new organization include:

- **Reduced cost of sale:** a focus on direct sales with streamlined processes.
- **Increased revenues:** through relationship building and cross-product focus, the organization is able to increase immediate revenues.
- **Account development:** with a clear focus and explicit targets, accounts are developed to higher-spending segments.
- **Streamlined and consistent marketing:** a single point for executing marketing campaigns means lower costs, consistent messages, and no campaign duplications.
- **Employee development:** an aspirational place to work and a training ground in sales and relationship building.

About us

At CYBAEA, we are passionate about value creation and delivering commercial results. We help organizations identify and act upon opportunities in the areas of Customer Value Management (CVM), Customer Experience and Advocacy, and Innovation and Growth. We are commercially-driven scientists, data scientists, customer experience experts, strategic thinkers, and practical hands-on doers. We can help you discover your opportunities, paint your vision, align your organization, and deliver the bottom-line results.

CYBAEA is based in London with an international network of associates and partners.

Visit us at www.cybaea.net or email info@cybaea.net and discover how data can work for you.

Editors' note: From 2002 to 2012 CYBAEA traded through The PCA Group to deliver Customer Value Management programmes primarily for the telco industry.