We're on your team

How a global electronics maker captured new revenue with help from a best-in-class customer lifecycle management team

The situation

Famous for their excellent line of laptops, desktops, tablets and smartphones, one global manufacturer's leadership faced the inevitable challenges that come with growth in a fiercely competitive marketplace. Their resources were focused on serving their biggest and most lucrative accounts, leaving them with little bandwidth to manage the long tail of their business. The company was missing out on the significant new revenue that comes from winning and properly managing smaller accounts.

Finding new partners was just the start. To deliver results for both the company and the partner, those partners needed to be properly welcomed, onboarded and trained to sell the product. But the company simply didn't have the resources or the time to devote to this vitally important work. The leadership took their problem to Tech Data Global Lifecycle Management (GLM), which was already serving the company as a distributor of its products. Soon, GLM was also serving as an extension of the company's sales team.

The solution

GLM quickly identified ways to improve the company's partner communications. Partners began getting clearer guidance on how to build their business and maximize their earnings, including through sales performance improvement funds and by nominating customers for special discounts and bonuses. They also learned how to take better advantage of back-end funding programs that boosted their gross margins from 3 percent to as much as 12.5 percent — a fourfold increase.

As for the company's online presence, GLM recommended consolidating their multiple websites into one streamlined portal for partners and customers alike.

Quick Facts

Industry information
• Global electronics manufacturer

Firmographic information
• Consumer, office and commercial products

Wanted
• Partner onboarding

• Balanced, strategic account management

Services provided
• Partner recruitment and enablement

• Pipeline generation

• Single portal for all partner and customer programs

• Marketing campaigns for partner awareness and retention

• Back-end administration and support

Outcomes achieved
• Increased revenue

• Half of non-registered users in database registered within six months

• Shift to segmented, strategic account management

• Expedited quoting

• 100+ GLM services professionals who help bring in over $4 billion in annual revenue

Tech Data

The simplified user experience quickly translated into greater program engagement and increased sales.

GLM also urged the company to make better use of its existing marketing programs (including a customizable IT newsletter), and encouraged partners to promote their offers through coordinated call-down campaigns.

Finally, GLM took care of this company's back-end administration and support, including the handling of customer service calls. GLM became the partners' fastest way to get a quote, saving the company time and money, and allowing its personnel to focus on their larger goals.

The outcome

"For this vendor, the [GLM] team started out calling on a list of 2,000 non-registered partners in an effort to register them. Half of them were registered within six months," says Antonio Masis, director of Customer Management Services for GLM. "[GLM] effectively shifted the customer's need from account acquisition to segmented, strategized account management. Sales continue to grow through very enthusiastic and well-supported partners."

This customer management relationship began with just a handful of GLM employees managing a $12-million segment of the customer's channel. Since then, the team has grown to include more than 100 GLM services professionals who bring our customer over $4 billion in revenue each year.

> **About Tech Data Global Lifecycle Management**
> Effective channel management is a crucial part of expanding your reach — and your profits — but it doesn't end there. Tech Data Global Lifecycle Management delivers all of the product and customer lifecycle services required to get the most value out of every technology product investment your customers make. Expand your reach, develop deeper partner and customer relationships, provide expert training and never leave an opportunity for revenue behind.
>
> Let us help you every step of the way.
> To learn more, visit: **servicesbytechdata.com**

> ❝
> **[GLM] had the people, the process, the infrastructure and, most importantly, the experience in the channel to give the customer the confidence that we were their best choice to become an extension of their company.**
>
> *Antonio Masis, director of Customer Management Services*

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