



HP BUSINESS CONTINUITY & AVAILABILITY (BCA)

How we applied online polling techniques to provide a 'sticky' and structured engagement with potential HP customers in just 12 days.



GO GETLEADS™

A Solution from TW Connect

Client

HP BCA provides strategies, services and technologies to reduce its customers' exposure and vulnerability, whilst helping to protect their mission critical operations against downtime and a diverse range of threats. It also offers a number of adaptive enterprise services and solutions based around data security and recovery.

Project Aim

- To create an online tool that would identify and capture the real BCA issues most relevant to the potential customer.
- To make the solution compelling enough for the potential customer to tender key information back to HP.
- To provide this information (in real-time) to a nominated HP BCA Country Account Manager.
- To facilitate the ability for an HP Account Manager to begin a meaningful and structured sales dialogue.

Project Solution

- Our planning team created a series of short profile-led online questions from which we were able to apply sophisticated rules based on recognised psychometric principles.
- These rules used the information gained from each answer to refine the customer profile, while at the same time fine-tuning the subsequent questions presented back to the customer.
- On completion, the customer prospect was given a 'Quick Poll' of results (the cumulative answers from other organisations and individuals based on the user's own tendered answers).
- The solution then automatically generated and dispatched a personalised email and 'customer opportunity report' back to the HP Country Account Manager.
- The report contained the most relevant and insightful points from the questionnaire, along with instructions confirming which aspects of BCA to focus on when engaging with that prospect.

Results

- The pilot project was launched simultaneously in the UK and Portugal (Q4 2005) and immediately created **240 'hot' leads**. Up-to-date revenue statistics are available on request.
- Full global roll-out started in April 2006. Germany, Italy, Turkey, Czech Republic, Russia, France, Denmark, Norway and AsiaPac countries were delivered within the first month.

CLIENT COMMENTS

'**240+ BC&A leads** were generated from the original 1-1 campaign and a further **24** leads at the BC&A StorageWorks Roadshow nothing short of - **truly amazing!**'

Brian O'Gilvie

Business Continuity & Availability Manager HP EMEA

ISSUES

- **How can I:** Identify a REAL prospect?
- Quickly establish the value of that prospect to my business?
- Engage with that prospect in a way that will be cost effective and maximise the returns in the shortest possible time?
- Acquire prospect with a low COA?

FEATURES

- Questionnaire creation via CMS
- Data linked back into HP's Siebel CRM function
- Program monitoring and support
- Multilingual capability
- Digital dashboard to monitor EMEA sales pipeline activity
- Localised level reporting feature