



Case Study – Wireless Retailer’s Prospect Nurturing System

Shamrock Business Unit: IT

Client: Large National Wireless Service Provider

Client Industry: Telecommunications

Marketing Objective(s): Implement an easy-to-use marketing tool for sales personnel to streamline their prospect nurturing process, allowing them to spend more time on sales initiatives.

Project Abstract: Shamrock needed to develop a web-based marketing tool for the client’s marketing business unit to allow them to nurture and manage their business prospects for increased efficiency and productivity. This application must provide management with a centralized prospect database and various reports to assess sales representative’s productivity and status of the prospects.

Background: The client’s marketing group needed a vehicle for their sales representatives to manage and cultivate their contacts. Although they had an internal system that assigned and managed the contact information, there was no real way to take that information to the next level. The client was looking for a simple, effective, consistent method for reaching out to these contacts on a personal level.

Shamrock’s Solution:

- ⊗ **Strategy:** Shamrock developed and implemented an online prospect nurturing system for the client using Shamrock ReSource. This system takes the leads file and loads data into the program so that when sales reps log onto the site they can see their business contacts and status. This application also provides various built in marketing communication tactics like mail, sales presentation, write letter and mail merge. The templates for various tactics are loaded into the system – with a few simple clicks the sales representatives can send a follow-up communication to their prospects using branded templates for professional, consistent contacts. The system also includes productivity and prospect status reports for management.
- ⊗ **Business Units involved:** IT, Sales & Fulfillment
- ⊗ **How it worked:** Shamrock created an easy tool for the sales rep to receive (in real time) their new contact listing for current wireless campaigns. The tool allows them to select tactics to use that are appropriate for that campaign or function. They no longer need to search multiple resources for information.
- ⊗ **Why it worked:** The partnership between Shamrock, the client and it’s multiple vendors allowed the sharing of technology, experience and common goals.