



Case Study

Sales & Account Based Marketing Intelligence

Helping a software provider build a list of high-potential prospects in a new market

The Challenge

Our client, a provider of workforce management software, wanted to extend its reach to central governments and allied organizations. These were previously identified to offer a new potential target market due to their perceived need to plan and schedule their people / assets more effectively. Research was needed across a pre-defined list of public sector organizations to establish a list of target organizations that may be appropriate or receptive to the clients offer.

The Solution

Given the extensive list of organizations identified and their diverse focus and potential needs, a programme of desk research was conducted to review each one individually and provide feedback in the following areas:



Overall role and objectives and how each organization delivered its core service i.e. which supporting organizations or sub-divisions were involved



Within each objective and associated organization / department, where the need for planning & scheduling existed



Within any identified need for planning & scheduling, what the likely scope of the need was both subjective assessment and available published information on number of staff, cases, inspections etc. to provide guidance on the size of the opportunity for the client



Names, roles and potential locations of individuals assumed to have high-level responsibility for planning & scheduling i.e. Director of Operations, Head of Planning etc.

The research focused purely on each organization's website and was then supplemented with wider desk research to search for press articles or news / comments on scheduling / planning needs that may have existed.

The Insight

The research was divided into three core areas (Environment, Transport and Justice) to allow sufficient focus on each one - learnings for each area were delivered individually. The research clearly identified certain organizations as being of greater interest than others (size, responsibility for legislation compliance, current / existing software used etc.) and helped our client to identify those which required further investigation. The research also provided insight and guidance on which areas would be of interest to organizations and could be used in initial communications.