Case Study

Win / Loss Research

Helping a tech client increase revenue by 16%

The Challenge

A European provider of carrier and data service centres approached us to gain a deeper understanding of their enquiry and sales processes. The provider wanted to find out exactly what made potential customers choose to work with them and what the reasons for enquiry losses were.

B2B International

A Merkle Company

The sub-objectives were to:

Assess the current performance

Understand the decision-making process

Measure satisfaction and loyalty

Investigate the competitive landscape

The overarching research aim was to help the client improve its win/loss ratio over time and to better sell on value.

The Solution

We spoke to several hundred current customers (existing and new), prospective and lost customers from over 115 different organizations in 11 European countries, including the UK, the Nordics, Germany, France and Spain. Our research audience included various segments; connectivity providers, cloud services providers, system integrators, enterprises and financial service providers. Prior to the main research phase, a pilot study was carried out to fine-tune the designed research programme among the target audience and to get a more robust picture of the sales process. The tested programme was then repeated with a larger sample.

The Insight

The research identified a number of key reasons for customer wins and losses. Whereas won customers mainly valued the convenient location of the providers data centers and their good customer service, the main reason for customer losses was the insufficient communication of the total product value (the benefits vs the cost). We identified the 4 key elements that made up the perceived total product value and developed detailed actions to effectively communicate this value in future. In the year our research took place, our client was able to increase revenue by 16%.

16%

$