



Customer Reference Story

→ Situation

Chief Executive Officer, European Diversified Multinational

→ Critical Issue

Identification of Major Customer Opportunities, to Strategically Position their business for a quantum increase in their Asia-Pacific growth rate.

→ Reason

As part of their global growth strategy, **European Diversified Multinational**, had decide to significantly increase their presence and focus in Asia-Pacific, focusing on there core products. To **achieve a quantum improvement in strategic position**, they needed to **secure several major customers**, they were aware of some customer opportunities, however, **they did not have the local experience, processes or tools to quickly and robustly identify potential customers**, contacts, volumes and sales revenues.

→ Capability

He said they needed assistance with determining **'who were the major customers opportunities, where they were, and how much they used'**. He was looking for a **major customer opportunities database, an enabling tool**, which had the following information;

- 1.) the potential customers and their contacts.
- 2.) types of product
- 3.) the supply mode, product packages and mix of these
- 4.) Duration to next purchase, contract expiry.
- 5.) Type of contract.
- 6.) Period between purchases, contract duration.
- 7.) Estimated annual volume / spend.
- 8.) current suppliers, and the number of supplier used over the past decade
- 9.) The way decisions on the supplier were made.

10.) We supply decisions made nationally, regionally or on a site by site basis,

11.) Supplier satisfaction / issues.

→ **We Provided**

Our **Customer Opportunity Identification (ID) offer** / capability.

→ **Result**

150 Million dollars per annum of Major Customers were identified, by product type, market and region, which gave them the confidence to **invest in the required personnel and equipment. These investments have resulted in several major customers and major product supply contracts being secured**, providing them with a significantly improved strategic platform for growth.

Our Customer Opportunity Identification (ID) offer delivered the key to achieving these results with four (4) months of commissioning, at a total cost which is insignificant when compared to the benefits (value) delivered.