Case Study: Mobile Data Services Channel Strategy

The client

A leading Mobile Data Services Company

The challenge

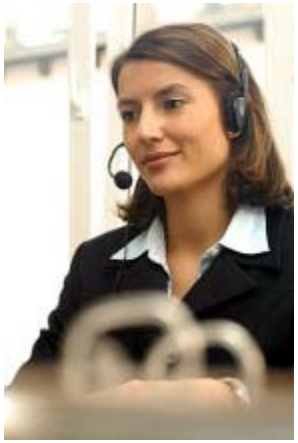
The client is launching vertical market specific SMS based customer contact solutions. To maximise sales effectiveness the client planned to use indirect channels but required guidance on which partners to target and how to develop an effective channel partner proposition.

Market context

SMS-based customer contact solutions have been successfully deployed by leading companies in specific verticals. The supply chains are complex, making suitable channel partners hard to select.

Approach

Each vertical was researched to develop a channel map and identify potential partners. A qualitative research study was used to get in-depth insight into channel partner needs and a channel strategy and engagement process was developed for the sales force to implement.



Key deliverables

- Channel map for each vertical.
- Key insights from potential partners.
- A tailored channel engagement process.
- Key messaging and collateral for each vertical.
- An ROI model for use by sales teams.

Project delivery

The work was undertaken in close collaboration with the Marketing and Sales director and key marketing and sales personnel to ensure buy in and to maximise understanding. The project also identified a number of warm leads for the client by introducing the proposition to potential partners and end customers.