



Opportunity

Yell's investment in sales support information, known as 'core literature', was considerable, with the volume of material being produced growing year on year.

Yet there was no evidence to prove the effectiveness of the materials and no clear understanding of how sales people were using them during the sales process.

With an increasing number of product launches and more demands being placed on the sales force, it was vital that these materials worked harder for a living.

Solution

The first thing we did was carry out an audit of all core literature. This included a usability study, environment analysis and content analysis.

We found that a lot of information was being duplicated in several items. We also learned that there were some materials that the sales force simply didn't need and therefore wouldn't use.

Armed with this knowledge, we created a suite of collateral – both printed and electronic – presented in clear, concise and user-friendly formats. Much of the material was multi-purpose, so it could be mailed out to potential customers, as well as used as leave-behinds and face-to-face presenters.

Result

The audit resulted in cost savings of over 40%. This equates to around £1,000,000. Other benefits were also apparent.

The material researched as being fit for purpose, easier to use, more cost effective and faster to update. The online rates website, part of this activity, saw a 55% increase in usage and now forms an important part of the company portal strategy. What's more, customers shown the support material were 4 times more likely to increase spend,* and 84% of customers who had seen the support material said it had a positive impact on their decision to increase their spend.*

"WorksMC have become a great partner to Yell. They are dynamic, flexible, refreshing to work with, they listen well and are full of ideas based on what we know we need but also pro-actively suggesting what we don't see internally. WorksMC work well for us because they are more than just a marcomms agency, they are a solutions provider who think carefully about how communication tools and devices could be used. Their user-centred approach sees results in first-class work."

Kathy Dalboth -
Sales Information Group Manager, Yell

This is just one example of how our ASID test process can help achieve outstanding results.

Find out how we can do the same for you. Call Chris Cloughley today on 020 8780 9700