



CLIENT SCENARIO

This UK-based subsidiary of a US global facilities management company was challenged to improve its success rate in contract tenders.

With contracts typically greater than £5 million, tender exercises were time-consuming yet critical to business growth. The organisation typically made it into the 'final three' but wanted to do everything possible to win contracts more frequently.

The two-year programme included multiple projects to engage key internal stakeholders (from CEO down), with extensive involvement of client buyers and service delivery managers.

CONTACT

PHONE:

Office: 0115 671 7231
Direct: 07811 404713

WEBSITE:

www.valuentis.com
www.valbs.com

EMAIL:

info@valuentis.com

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DELIVERING STRATEGIC CUSTOMER ACQUISITION

Sector: Facilities management

Type: Consulting/Managed service

OUR APPROACH:

Sponsored by the client's CEO, an extensive programme was put in place with a variety of sub-projects:

- Tender development activity analysis, including internal hand-offs and identification of single-points-of-failure
- Development of expected client purchasing behaviours for subsequent validation
- Online customer experience survey of key decision makers
- Third-party analysis of win/loss tender debriefs
- Employee Net Promoter Score diagnostics
- Collation of findings into workshop series.

VALUE OF PROJECT:

With the sub-projects taking place over a two year timeline, the company was able to make specific changes to how it approached tender exercises (such as involving the proposed contract manager from the outset) and hired a Customer Experience Manager and an additional cost estimator.

As a result of changes introduced, the success rate in tenders measurably improved, with a direct impact on corporate turnover and profitability.

PROJECT PLAYBOOK COMPONENTS:

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|----------------------------------|-------------------------|
| ➤ CUSTOMER ACQUISITION LIFECYCLE | ➤ EDUCATIONAL WORKSHOPS |
| ➤ VALUE DRIVER ANALYSIS | ➤ ONLINE DIAGNOSTICS |
| ➤ NET PROMOTER SCORE (NPS/ENPS) | ➤ DATA VISUALISATION |
| | ➤ STRUCTURED INTERVIEWS |

SIMILAR PROJECTS DELIVERED IN:

Healthcare Retail
