



The company discussed in this case study is a leader in software, services and internet technologies for personal and business computing. They offer a wide range of products and services designed to empower people.

Hitachi Consulting helped this company develop an integrated, optimized customer contact strategy designed to increase customer engagement and retention.



C Case Study: Large Software Corporation

Business Challenge

This global technology provider licenses software and provides customer support to mid-market customers in more than 37 countries worldwide. Customer satisfaction within the mid-market sector was trailing satisfaction levels within other customer segments and no program existed to communicate consistently with customers throughout the duration of their license lifecycle.

The existing customer experience was driven by transaction-oriented touches, focused on selling rather than building long-term relationships. Customers received little support to deploy their licenses or to utilize their license benefits.

Prior to engaging Hitachi Consulting, the company had piloted a customer care program in the United States with the goal of developing, testing, and refining a lifecycle marketing process that would serve to increase customer satisfaction and increase retention.

The pilot program increased renewal rates and revenue, yet the marketing infrastructure was not equipped to support worldwide deployment of the program.

The Solution

Hitachi Consulting worked alongside the client to develop the framework and supporting processes required to execute the customer care program at the subsidiary level worldwide. The resulting customer contact strategy aligned with the license lifecycle to facilitate more relevant and timely engagement with the customer.

The customer contact strategy includes an orchestrated and relevant series of outbound communications with mid-market customers designed to optimize their relationship with the company and realize the full potential of their investment.

Hitachi Consulting assessed the current landscape of existing communication programs being executed by major subsidiaries and regional operations centers worldwide. The team then leveraged best practices to develop the program framework including the number, timing, and content of all customer communications to ensure a consistent, high-quality customer experience across the entire customer lifecycle.

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Business Benefits

As a result of this project, the company was able to improve engagement with a valuable audience segment. By optimizing the interaction between the company, channel partners, and customers through a series of timely, relevant, and personalized communications (via e-mail, direct mail, or telemarketing) the solution allowed the company to:

- Drive revenue, increase renewal rates and cross-sell success through an improved customer contact strategy
- Increase overall customer satisfaction via a contact process aligned to the license lifecycle
- Increase software deployment speed as a result of more relevant and timely engagement with the customer
- Leverage best practices to ensure a consistent, high-quality customer experience across the entire license lifecycle
- Improve customer data and analytics through measurement, ongoing research and analysis

This project developed the framework through which all company, partner, and customer communications can be executed in a consistent, measured fashion.

Overall, Hitachi Consulting helped this leading software vendor establish reusable processes and systems enabling subsidiaries consistent communication to mid-market customers throughout the license lifecycle.



About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit www.hitachiconsulting.com

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