

User Story



PC-WARE: acquisition is a discipline in itself

“PC-WARE deploys a distinguishing acquisition strategy. We position PC-WARE as a knowledge provider and develop a dialogue with our prospects”, comments Stephanie Fromberg. “To this end we have implemented a comprehensive acquisition process. Through various acquisition-related marketing activities, prospects are fed into, and qualified in our Acquisition Management System. The database forms our starting point. We use Computer Profile’s database to segment our target group. The resulting information is used during the start of the sales cycle. This cycle consists of two phases: the lead generation phase and the prospect phase. We guide companies through this cycle by means of various direct marketing activities. In the Acquisition Management System, we can determine exactly in which phase they are. This allows us to determine which action should be taken for each prospect.”

“Among other things, we have created a special landing page featuring statements about PC-WARE’s service provision”, explains Kees van Pijlen. “On this page, interested parties can leave a comment or fill out a questionnaire. To direct our target group to this page, we use a call centre, advertisement campaigns in Google and PR activities. When interested parties submit their feedback, we approach them once more, but this time with a targeted message. In this way, they move from the lead generation phase to the prospect phase. From this point onwards, it may be possible to deploy corporate marketing activities to complement our acquisition activities. Since each prospect enters a tailored cycle during this phase, we can determine whether companies qualify for such activities or not. A good example of such an activity is the PC-WARE Experience, an annual event related to market trends that is organised by PC-WARE.”

“Acquisition is a discipline in itself and often involves a lengthy cycle. For this reason we have set up a special acquisition business unit. This business unit kindles interest in our target group using various instruments, to transform the prospect into a customer. The customers thus created will be transferred to the account managers of the responsible business unit. Our account managers support the customers with their skills and expertise to ensure their satisfaction and thus their loyalty.”