

User Story



Directed market development is the main objective

This time we talk to Stefan van Rompaey, Marketing & Communications Manager at Océ Belgium. Océ is a company with Dutch roots but whose name is now known worldwide. Océ Belgium is the Belgian sales organization and is responsible for the sales, marketing and support of Océ products and services on the Belgian and Luxembourg market.

“Within the strategically relevant market segments, Océ wants to be among the top three suppliers of products and services for printing and managing documents in professional environments,” says Stefan van Rompaey. “We are active in several different market segments, each with its own characteristics. There are big differences in size, growth and trends affecting the development of these markets. The activities are therefore organized around the user environments. We subdivide these into Wide Format Printing Systems, Digital Document Systems and Business Services. Each unit has a separate marketing and sales department and its own strategy.”

Stefan van Rompaey is Marketing Manager for the Digital Document Systems unit. “Direct sales and service have a key role in our market approach and that is why we have a sales and service team responsible for obtaining new customers and maintaining existing ones. The role of marketing is to support sales. A direct approach is adopted in contacting prospects. By using the data from our own database, combined with the data from Computer Profile, we are able to form the best possible picture of a prospect’s situation. The next step is to telephone these prospects with the aim of arranging a meeting.

The marketing department supports the account managers by sending out newsletters, organizing events and sending mailings. This generates brand awareness, so that the account managers do not have to make cold calls. The follow-up to the activities of the marketing department used to be handled by the account manager, but we are currently running a trial in which the follow-up to these activities is being handled by telemarketers. The telemarketers do not, of course, have the experience of an account manager, but they may be able to generate leads which the account manager can then act upon. The advantage is that we can approach our prospects much more frequently and make more effective use of the account manager’s time.”

“We first tested the database in three provinces. We found that by using the data from the database we reached the right contact person more easily and then had sufficient information for a focussed sales talk. We have now decided to work with the database nationwide. To this end, our account managers have followed a training by

Computer Profile which made them really enthusiastic about the database and the use of it.”

“In the future we also intend to use the data for more specific actions. This will involve segmenting on specific target groups, which we will then contact with a tailor-made offering.”