

Focus on Direct Marketing

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ROCC: Newsline

This month's issue Newsline turns its attention to the Systems Division at Brighton and focuses on its direct marketing centre (DMC).



Chris Maywood in the centre, with Steve Agace on the left and Phil Martin, right.

The centre was established in 1993 and a sales and marketing system was installed. Its original purpose was to provide a total service to the salesforce and a priority task was to ensure the eradication of the time consuming function of sales people cold calling organisations.

Four years on and a new sales and marketing system and upgrade was installed last year. The system is now capable of tracking every type of contact within an organisation, be it client or prospect, right down to letters, faxes, telephone calls sent and made, a salesman's visit, seminar attendance, quotation sent, through to contract signing. It is of paramount importance to ROCC that this profile building is executed efficiently and proves to be effective, as the centre works not only for Systems Division but has recently performed ad-hoc campaigns for the salesforce and consumables businesses of IT Maintenance Services Division as well. But let senior marketing executive **Chris Maywood** and marketing executive **Steve Agace** take up the story:

"Our job involves many facets of a direct marketing operation. We have a clear and concise brief which includes raising the awareness of ROCC's profile and its product ranges, generating good leads for the salesforce, organising events such as seminars, exhibitions and product launches, as well as running and

maintaining a real-time information sales and marketing database.

"Not always an easy task – we have been criticised," said Chris "but the incentive and motivation is there for us to succeed as a team. When the new system was installed Steve and I sat down with the software suppliers in order to design a centralised and comprehensive database tailored to suit ROCC's business needs. Since it became fully operational, DMC has concentrated on building up profiles on clients and prospects as their job became more information-driven and feel that they have a strategic role to play in the development of a client's needs.

"Another important factor has been the integration of the database, crucial not only to DMC but to the increasing and insatiable appetite of senior management, the salesforce and the contracts department for sales information. The quotation system is now running on the database, which gives real-time information to contracts officer **Andy Westhead**, director of sales **Phil Northeast**, business development manager **Luke Aldrich** and sales manager **Henry Francis**. Currently under development is a project to create what are, effectively, mini

sales databases. For example, a salesman will only be able to access his own database relevant to his allocated sales region and product range. Also the system will soon allow access by remote sites ie Crawley, Bristol and Rochdale.

...generating good leads for the sales force, organising events, running the database, producing product brochures...



"Since 1996," said Chris "there has been a substantial growth in new systems sales in the SEECHECK product range. Lead generation has increased by 200% and cost of sales has been greatly reduced." Steve continued: "Classified as the 'shop window' for Systems Division, we are always developing a dialogue with clients and this has resulted in us having an excellent rapport with many of our clients and the prospects on the database. Our principal goal for 1997 was to increase market awareness and market penetration of SEECHECK. The other two key product

ranges, UNICLASS® and MICRORATE® held respective Windows® product launches last summer and here our task was to convince the existing client base that this was the path to take and they would soon see the benefits accrue."

To explain how DMC achieves its goals let us cover a typical working week:

Monday – meeting with their manager **Luke Aldrich** to review the previous week's activities and plan the current week's work. This can cover:

- Copywriting of letters and product offers. Preparation and despatching of mailshots to prospects for demonstration-based seminars.
- Telephone organisations that have returned seminar fax forms to pre-qualify the needs of prospects and circulate information to salesforce.
- Liaise both internally and externally to arrange the smooth running of seminars and product launches.
- Final check on acceptances, seminar packs are made up, badges prepared and catering confirmed.
- After the seminar, reports are produced on the quality of the attendees, the seminar content, sales material provided (the latter two items being taken from the questionnaires attendees are asked to complete before leaving the location).
- Discussing new ideas and suggestions for future campaigns.
- Constantly improving quality of data and editing of mailing lists entered onto the system.
- Arrange visits and demonstrations for salesforce on an on-going basis.

Chris discusses a point with Phil, while Steve is busy pre-qualifying the needs of a prospect.



Other mailshots are done for more specific sectors such as market research, higher education, the travel industry and so on. This is followed up with market research surveys. Pre-qualified leads are logged onto the system and then handed over to the salesmen.

DMC is also responsible for producing product brochures, flysheets, a variety of sales aids and buying in mailing lists for particular market sectors they wish to hit with a mailshot.

Another job they will have to slot into their busy week's schedule is training. They are now both fully trained systems administrators and will be training up members of staff who have a need to access the database.

As previously mentioned, DMC has taken on the additional responsibility for providing a marketing service

to the IT Maintenance Services Division. This division has a sales operation to sell third party maintenance services and consumables. Although still in an embryonic stage, Chris and Steve envisage running similar campaigns as they do for Systems Division. The incentive is for Chris and Steve to offer, in a very short space of time, the same high standard of effective marketing and personal service to IT Maintenance Services as they do to Systems Division. They both know that they can achieve this mammoth task.

This month industrial placement student **Phil Martin** joined the team and he will be with DMC for the next six months.

As a footnote: Chris and Steve ('the ROCC donkeys') told Newline that they are no longer the 'official furniture removers.' They have passed this task over to the younger men who have recently joined. They are returning to graze in lush, green and pleasant pastures. However, they have agreed to continue being male models for the press office!

Business

Seminars News

Kicking off 1998, Forms and Documents Processing seminars for January were held in Brighton on the 21st and Rochdale on the 28th. More will be held on February 11th and 18th in the respective locations.

ROCC sponsors prize

The winner of the ROCC Computer Prize for 1997 for 'Outstanding Performance in Computer Systems Engineering' at the University of Sussex was **Steven Hosford** a computing graduate in the School of Engineering.

UNIVERSITY OF



SUSSEX
AT BRIGHTON

Steven was unable to accept his prize from customer services director **Sue Davies** at a presentation on January 22 at the Brighton Royal Albion Hotel, as he is currently working in Toulouse, France.

From the Editor

A request has been made for me to run Daisy's cookery corner again so I will start this column up again next month. I already have two recipes, from Brighton-based **Becki Newland** for a fish pie dish, the other from **Steve Agace**. I can certainly recommend Steve's soup recipe made with swede, parsnips, red pepper, etc and lovely aromatic spices as I have already made this one. Please send your favourite recipes in to me for future publication.



Beryl Hutchin editor

Seagull Walk

Marketing executive **Steve Agace** participated with 500 other Brighton and Hove Albion (Seagulls) football supporters in an eight-mile sponsored walk on January 11 in aid of the club's 'Buy a Player' appeal and the British Brain and Spine Foundation.



Steve, aided by his dog Lewis, who dragged him for most of the way, completed the walk along the Brighton seafront and raised £90 for the good causes.

He told Newsline that the amount raised was unlikely to allow the Seagulls to swoop for Alan Shearer, but it should enable the introduction of some new faces for the struggling team. Steve would like to thank all the ROCC staff who sponsored him.

Jaguar panel beater of the year

Quite an achievement to receive this accolade from your colleagues but this is what technical services manager **Martin Palmer** did achieve when he took on a classic Jaguar E-type sports car at the end of last year.



Picture shows Martin with his certificate and cup presented to him by (left) chairman and chief executive **Michael Aldrich**. Also seen are l to r: **Barry Woodburn**, **Alan Dobson** and **Kevin O'Neill**.

New recruits - ask your manager to explain this feature!

Phil's thanks

Customer engineer **Phil Champion** who works out of our Manchester service centre is now fully recovered from his illness and returned to work on January 12. Through Newsline he would like to thank everyone for his or her good wishes, particularly all the staff at Crawley. With their WH Smith gift vouchers which he purchased books and CDs.



Academic Achievements

Surbiton-based branch customer services manager **Alan Whitty**, technical support engineer, **Mike Rolfe** and spares controller **Neil Dukes** have all passed last year's Open University examinations - two with distinction.

Alan and Neil did a second year course in the fundamentals of computing covering software design and programming; Mike's course was a third year one on evolution.

For his third year Alan is doing two courses: microprocessor-based computing, which is a second year course, and relational databases, a third year course. Neil and Mike also chose the former but as his third year course Neil has chosen programming and programming languages. Mike has selected a second year course in geology. He has one more year to go before he gains a BSc. If Alan and Neil pass the subjects they are taking then they will receive diplomas in computing. After four years study this would lead to a BSc degree and a further two to a BSc honours.

Pictured: Mike Rolfe, left, with Neil Dukes and Alan Whitty, inset.

BABY CORNER

First grandchild for customer engineer **Phil Champion** and his wife **Adele** born to his son **Damon** and partner **Claire** a 7lb boy **Bradley George** who arrived on September 24 last. Phil was unable to give Newsline the good news earlier due to being in hospital receiving chemotherapy treatment (see column to the left).



Our former company secretary **Dennis Smith** was awarded an MBE in the New Year Honours List. Many congratulations.

