

Sun Microsystems Support & Services Marketing

Maximising sales through focussed communications



The Story

Sun Microsystems needed to maximise customer value through improved customer renewal rates and increased sales of additional services. To do this we needed to get under the skin of senior IT executives to find how Sun could help them.

Solution

We developed a strategy for Sun Microsystems' Support Services division that focused on asking what issues were bothering key individuals and then tailoring propositions around their specific needs. AHK undertook extensive database development to combine transactional, behavioural and research data to build a real understanding of customer potential and of how to fulfil it.

We then implemented a communications programme which reached and influenced key individuals within specific vertical sectors including finance, automotive, retail and defence.

Result

The improvement in results was immediate and long-lasting. Results included 35% response rates to questionnaires and contract renewal rates of over 90%. Sales of individual products leapt, following specific campaigns.

Account Managers also fed back that their customer meetings became a lot more useful, targeted and successful.

Client: Sun Microsystems
Skills: Creative concept, database development, direct mail, proposition and messaging, targeting.

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.