

A common language brings together marketing and sales

Becoming customer-centric

Companies that are serious about growth are serious about marketing – putting the customer at the centre of everything they do BUT In a world of multiplying customer touch points and rapidly changing customer behaviours ... becoming, and staying, customer focused is increasingly difficult to do.

Integrated thinking

ResMed had a sales support framework that enabled the sales team to focus on getting customers – home equipment suppliers (“HMEs”) - to increase adoption and implementation of ResMed solutions.

While it had proved an effective sales tool, for marketing and other areas of the business it didn't provide enough detail to be meaningful or actionable.

The ability to make the framework 'actionable' would be at the heart of its usability - enabling us to effectively integrate it with the sales team's existing model.

Meaningful & actionable

The challenge was to develop a customer lens that added additional 'actionability' and insight, whilst clearly demonstrating the shared DNA between the original 'sales' framework and outputs from this work.

The framework (built with new primary quantitative data) identified groups of HMEs based on meaningful differences on the dimensions that would predict long-term business attractiveness

The framework was then grounded in real world data – so we could size the segments, overlay the framework on ResMed's CRM system and allocate actual HMEs to segments.

Making a real impact

The new framework provided a powerful lens overlaid onto the original sales based model - offering deeper insight into the HME market, enabling a more effective targeting of resources and supporting more impactful marketing interventions

ResMed was able to identify and disproportionately support more dynamic HMEs and those with greater potential. Helping them with the development their own businesses, and in turn strengthening ResMed's place in the market.



ResMed

ResMed is a San Diego-based medical equipment company. With revenues of \$1.7bn, employing over 6,000 people and operating in approximately 100 countries worldwide ... ResMed specializes in innovative solutions for the treatment of sleep-disordered breathing, sleep apnea, COPD and other respiratory conditions.

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