



Case Study – Floor and wall covering manufacturer

Our customer needed to be more effective at winning new business and improve the market intelligence used to inform strategic decisions. We tailored our service for each user to make finding the right information quick and easy. Stronger relationships have been developed with architects and flooring contractors resulting in sales growth.

“We now target opportunities before our competitors and make better informed decisions.”

The Company

Our customer supplies industrial floor and wall coverings to new and refurbishment projects including schools, hospitals, civic and public buildings, and commercial developments across the UK.

The Problem

Our customer needed to win more new business. They communicated with numerous architects and flooring contractors via in-house and field sales teams, direct mail and email, exhibited at trade shows and advertised in magazines. However, our customer believed they were missing out on sales because they did not know about every project and couldn't identify the best leads. Competitors often targeted opportunities first and sales pitches regularly lacked background detail.

Our customer also needed to improve the information used for long term sales and product development planning. They used information from trade press, industry bodies and intelligence from the sales teams and viewed the lack of objective analysis and forecasts as a problem.

The Solution

By understanding our customer's sales operation we explained how Glenigan can be customised for each user and integrated with ease. Our customer stressed that information had to be up-to-date and accurate. Our rigorous research and quality control processes assured our customer that a Glenigan subscription would help their sales team generate more sales.

To solve our customer's need for reliable information to support long term decision making we discussed the region and sector analysis and forecasting also available from Glenigan. The three year historical data, two year forecasts, expert analysis and company intelligence were all able to help our customer better understand their current place in the market and spot future opportunities.

The Outcome

We provided tailored onsite training to help the sales team quickly understand how to practically use Glenigan. By delivering ongoing support we have made sure every user is comfortable with time saving functionality to make the team more effective. Our customer has identified the right architects and flooring contractors to focus on and has won numerous contracts.

Through regular communication we understood how the company was addressing difficult market conditions. We delivered bespoke data feeds and reports to help evaluate opportunities in niche sectors and specific locations. Our customer has been able to quickly plan their response to a shift from new build towards refurbishment in their key markets.

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