



MARKETING & SALES OPERATIONS SUPPORT

Leveraging people, systems and processes to make your marketing and sales engine less costly to run

Challenges

Today's global economic slowdown, coupled with the maturing of the technology marketplace, is compelling companies to decrease their marketing and sales operations costs. Activities such as compiling campaign lists, collecting and managing data, supporting outside agencies and handling inbound queries from partners and leads – just to name a few – increasingly are seen as a drain on internal staff who should be focusing on strategy and results.

What's more, increasing competition from around the world is driving the need for more standardized processes in marketing and sales operations. The goals are straightforward: increase speed-to-market, spread the adoption of best practices and uniform metrics more quickly, and win more business at a lower cost.

Now is a time when companies must focus their resources on their core competencies, and make every activity as efficient as possible.

Solution

Harte-Hanks makes it easy for technology marketing and sales teams to concentrate on strategic planning and getting results. With data-driven operations services to support any and every point in the customer lifecycle, Harte-Hanks is able to apply decades of experience and market-leading industry expertise to deliver insight, accuracy, speed, efficiency and reliability in your marketing and sales operations. And, because these activities are our core competency, your costs are reduced – freeing time, human resources and money to devote to your core competencies.

The Solution in Action

Harte-Hanks supports marketing and sales operations with a range of services. Here are just a few examples of how we're helping leading technology firms drive down costs and improve their business results.

Global technology leader aligns strategy with efficiency

A global blue-chip technology firm faced a marketing resource problem. In some branches virtually 60% of marketing execution was eaten up by tasks bringing limited added value to the business. In response, Harte-Hanks established Data Services Centers, a new business with a global infrastructure to fulfill the organization's database marketing execution needs with campaign consulting, execution, data collection, and data management services. Economies of scale have grown in excess of 20%, and marketing service costs are down by 50% thanks to common processes and tools across regions, and the ability to deploy resources according to varying workloads.

Software leader gains ability to manage 100% of monthly sales leads

Another tech firm struggled to manage its business leads. The global organization could not address approximately 96% of the tens of thousands of responses received monthly from multiple agencies. Since partnering with

INSIGHT INTO YOUR BUSINESS

Allocate resources more efficiently to free up time for higher value marketing strategy work.

BENEFITS AT A GLANCE

- Reduce your costs with operational processes assumed, automated and routed to the appropriate labor market to achieve peak efficiency.
- Make better business decisions, faster. Analytics and measurement are part of every program, with data leveraged to help you make better decisions.
- Ensure best practices are adopted more quickly with streamlined labor centers and more rapid collaboration across regions.
- Leverage decades of marketing and sales expertise in the technology and business-to-business arenas. With Harte-Hanks, there is no learning curve.

continued



Insight. Passion. Results.



MARKETING & SALES OPERATIONS SUPPORT

Harte-Hanks, qualified leads are internalized within a day of receipt; previously this took about 37 days. The Harte-Hanks solution drove 1,200% more leads to the company's sales force, multiplying productivity more than tenfold. Harte-Hanks technology, processes and people are providing the firm with more visibility into its sales pipeline, and ensuring more consistent lead data from agency partners.

Technology developer partners with Harte-Hanks to improve satisfaction & keep partners and leads informed

A leading developer of semiconductor technologies needed help streamlining marketing services in its product information center, where partners and prospects call for information about the chips and related applications, and which also created and fulfilled information packages for this same important audience. Analysis of the center's customer satisfaction rating measured the success since the firm entrusted these tasks to Harte-Hanks, showing a rise in satisfaction from the mid 80s to a 95% average. What's more, average abandon rates dropped from 15-22% per month to less than 9%, and first contact resolution soared from 45-55% to 70%. Happier callers get the information they need and help the business grow without draining internal resources.

How it Works

As the examples illustrate, Harte-Hanks delivers the marketing and sales operations expertise to support a wide range of operational tasks for your team. From database construction and data management, contact center staffing, order fulfillment and campaign execution, Harte-Hanks helps technology firms streamline their marketing and sales operations, lower their costs and achieve better results.

We start with a discovery approach, where we combine your unique understanding of your company and its needs with our deep experience serving the technology industry, and many others. **Combining our shared insights, we work with you to craft a plan to meet your needs and exceed your expectations**, and then we apply the right resources to get the work done and measure the results.

Why Harte-Hanks?

- The right resources, when and where you need them, to make your sales and marketing operations more efficient and less costly
- Data management on a global scale – the integration, cleansing, and synchronizing of disparate data from across your region or around the world – all seamlessly delivered in a single repository to be easily accessed from anywhere it's needed
- Integration of marketing and sales support programs to help you market to and through the right channel partners
- A provider who understands the technology marketplace better than any other, with the people, processes and tools in place to simplify your life, reduce your costs and help you sell more, faster.

ABOUT HARTE-HANKS

At Harte-Hanks, we know it takes more than guesswork to create direct marketing solutions that help you win, keep and grow your customer base. It takes true **insight** to understand complicated customer and marketplace data, and decipher how your customers and prospects behave. It takes people with **passion** to do whatever it takes to create innovative marketing communications that don't just break through the clutter – but break through the barriers to get response. And it takes a focus on delivering impressive, business-driving **results** to make sure you get maximum value from your direct marketing investment. It takes the people of Harte-Hanks.

For More Information Contact:

Harte-Hanks, Inc.

(800) 456-9748

www.harte-hanks.com

contactus@harte-hanks.com

Twitter: #HH_DM / Facebook: www.facebook.com/hartehanks



Insight. Passion. Results.