

CASE STUDY



Client: 3Com Corporation, Korea
Solution: Partner Relationship Management

3COM Enterprise Networking Division, Korea, provides high-value converged network infrastructure and connectivity products, services and solutions for enterprises and public sector.

THE PROBLEM

3COM Korea's sales strategy was highly dependent on resellers. Faced with a smaller market share and no authentic source data on reseller sales or customer information, 3COM wanted to:

- Improve on its current market share through increased collaboration with resellers.
- Increase reseller loyalty through a series of programs.
- Ensure authentic sales and customer data that can be analysed.

THE BUSINESS CHALLENGE

Given SurfGold's expertise in loyalty management in several Asia-Pacific countries, 3COM approached SurfGold for:

- Formulating strategies to improve relationships with resellers.
- Suggesting frameworks for increased sales and higher market share.
- Devising tools and techniques for collecting authentic data with respect to sales and customers.
- Monitoring sales and targets on real-time basis.

THE SOLUTION

SurfGold's strategy for 3COM envisaged a phased approach that involved:

a. Background Study

- Research of trade information which included market share, consumer preferences, sales data and existing promotion schemes.
- Analyzing competitor strategies and the existing business environment.
- Deriving insights into existing logistics and internal systems of 3COM.

b. Developing Solutions: Coming up with strategies, brainstorming, simulating and testing and then reworking to arrive at a working model for implementation.

The final solution was an incentive strategy to facilitate access to key data such as end-user purchase information and a real-time monitoring system of sales for different product ranges.

THE IMPLEMENTATION

Using different communication strategies, resellers were given incentives to provide information about end-users. Points were awarded for each set of information given, and additional points were awarded if a sale went through. Other benefits included:

- Provision of marketing tools to resellers in the form of bulletin boards and pop-up pages on Web sites.
- Resellers could register for various redemption products with the points they earned.



RESULTS

The program allowed 3COM to

- Accumulate and analyze end-user information in real-time.
- Saw a dramatic increase in number of registered participants.
- Build loyalty towards 3COM products.

SurfGold
Building Loyalty in Relationships