

Time Warner Cable Business Class

HP Retail Marketing Automation On Demand transforms sales support



“HP Retail Marketing Automation On Demand turns cold calls into warm prospects.”

—Bob Kasai, Director of Marketing, Regional Business Services, Time Warner Cable Business Class, Los Angeles, Calif.



HP customer case study: Time Warner Cable Business Class Division leverages HP RMA On Demand to increase sales

Industry: Communications, media, entertainment

Objective:

Deploy an internal solution that enables defined and automated sales processes, empowers outside sales with tools for greater effectiveness, and creates professional, personalized client communications that support the Time Warner Brand.

Approach:

Time Warner Cable Business Class Sales & Marketing Best Practices and Processes were defined and automated to empower outside sales personnel. Time Warner Cable CRM data and HP RMA On Demand solutions were integrated to create a customized workflow that increases process efficiency and sales.

Improvements:

- On-demand generation of personalized, professionally designed sales collateral
- Multichannel communications including print and email
- Automated sales follow-up activities
- Automated gathering of sales metrics

Business benefits:

- Strong ROI as solution pays for itself twofold within three months
- Sales representatives who use system may increase their sales 25% to 50%
- Representatives who made 80% of quota rise to 130%
- Cost, administrative burden of CRM transformed into revenue-generating opportunity



Sales people exceeding quota. Revenue increases from 25% to 50%. An automated solution that pays for itself twofold within three months. These are just a handful of the benefits Time Warner Cable Business Class has achieved through HP Retail Marketing Automation (RMA) On Demand.

Time Warner Cable Business Class is a division of Time Warner Cable offering a full complement of business communications tools to small- and medium-sized businesses, and enterprise-sized companies. Its customized deployment of HP RMA On Demand internally branded as Business Class OnDemand (BC OnDemand) grew out of a visionary executive's drive to increase sales. Bob Kasai, Director of Marketing for Regional Business Services, had once been a salesman himself. He understood that sales representatives often spend inordinate amounts of

Customer solution at a glance

Primary applications

Sale of business
telecommunication services

Primary hardware

- HP Indigo Digital Press
- HP Designjet Printers

Primary software

- HP Retail Marketing Automation On Demand
- Solution customization by Printing Management Associates and 1:2:1 Communication

time on manual processes, such as mailing out collateral to follow up on cold calls. Kasai also knew the difficulty of holding representatives accountable for their performance. Did the sales person follow up on a lead? How? How often? The metrics often were sparse and relied on self-reporting.

Kasai formed two goals. One, he wished to provide outside sales representatives with greater support throughout the sales cycle. Two, he aimed to gather Customer Relationship Management (CRM) information without imposing the unwelcome data-entering burden such systems often represent to sales people. Kasai accomplished these two key goals through a single powerful solution: HP Retail Marketing Automation On Demand, including on-demand printing from HP Indigo Digital Presses and HP Designjet Printers. The Time Warner Cable Business Class' solution deployment was customized by Printing Management Associates (PMA), the company's long-time print vendor, in collaboration with 1:2:1 Communication, a leading supplier of web-enabled sales and marketing automation solutions. PMA and 1:2:1 Communication integrated into the HP solution a CRM application and a user-friendly web interface that automates Time Warner Cable Business Class' best-practice sales processes with the distribution of brand compliant, personalized sales collateral.

Piloted in Time Warner's Cable Business Class Los Angeles division, the solution delivered immediate and dramatic benefits—increased revenue, streamlined processes, more-effective sales collateral, accurate metrics, greater accountability, and a happier sales force. What's more, that was just the beginning.

"The buzz throughout Time Warner Business Class is that BC OnDemand is an outstanding tool to help outside sales representatives create opportunities," Kasai says. "In addition, the solution transforms a cost center—the process of gathering sales data—into a revenue-generating machine."

Automated Sales Processes

Based on HP Retail Marketing Automation, BC OnDemand is a sales and marketing automation solution that provides a telemarketing interface, automated sales follow-up, sales tracking, customization, and the production and fulfillment of sales and marketing communications materials via

a single web portal. Authorized users can access a centralized campaign dashboard with access to sales representative specific data, messaging and creative associated with each marketing campaign. In a single web interface sales reps can access campaign materials and associated client contact information, log their current sales activities, and send personalized brand compliant marketing materials all with just a few clicks.

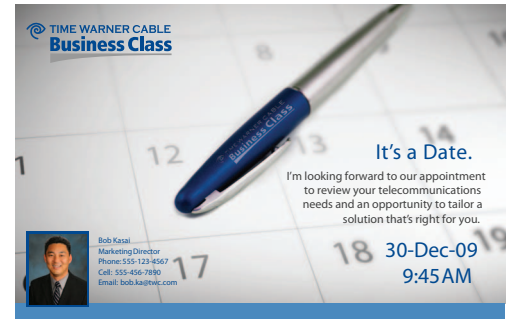
Time Warner Cable Business Class serves more than 280,000 business customers in 23 divisions. Kasai remembered what it had been like to work as a front-line sales representative. Cold calling was a key job requirement. However, the more successful he was at cold calling, the more time he spent later preparing collateral, doing mail merges and sitting in front of the TV at night slapping stamps on envelopes. With companies typically spending most of their sales support dollars on in-house direct call centers, outside sales people often feel inadequately supported, he says. "After you've done 50 cold calls, you're beat," Kasai explains. "And the more successful you are the more work you have on the back end, sending out collateral and making follow-up calls."

"We leveraged the existing solution 1:2:1 Communication had built using the HP RMA On Demand platform and customized it exactly the way Time Warner Cable Business Class wanted it—user-friendly and packing a lot of firepower."
Jeff Brady, Principal, Printing Management Associates

Meanwhile, sales managers face their own hurdles, he says. Managers would receive printouts of prospect lists that they'd distribute among sales representatives. To track whether and how the sales rep followed up, the manager had to rely on manual record-keeping and reporting. This was slow, inefficient, and lacking in means to enforce accountability. "Management wants to run reports, analyze and find ways to improve sales performance," Kasai explains, "but most reps look at CRM data entry as a total burden. We needed something with a simple interface that both gathered metrics and helped sales people succeed at their jobs."

“Corporate marketing departments are challenged with providing sales resources and effective sales tools to outside sales representatives. Our BC OnDemand solution is specifically designed to help them increase sales—while it simultaneously gathers metrics needed by management.”

Bob Kasai, Director of Marketing, Regional Business Services, Time Warner Cable Business Class, Los Angeles, Calif.



PMA, 1:2:1 Communication and HP collaboration creates solution

To seek a solution, Kasai called Jeffrey Brady, PMA principal and a trusted Time Warner Cable Business Class consultant/vendor. Brady, it turns out, had been working on exactly this problem. Based in Cerritos, Calif., PMA is one of the largest and fastest-growing print distributors in the United States. Its services extend far beyond commercial printing to include software programming, creative services and website development. Brady envisioned helping his customers leverage emerging digital technologies to eliminate sales-process bottlenecks. To develop a solution, he collaborated with John McGee, President of 1:2:1 Communication. Based in Cerritos, Calif., 1:2:1 Communication uses the HP RMA On Demand solution, HP Indigo Press Workflow Software and HP Indigo Digital Presses to handle large volumes of print orders across the Internet. 1:2:1 Communication has become an industry leader in combining web and print technologies to provide a host of solutions to a wide variety of vertical markets and enterprise customers.

“I knew that digital technologies created opportunities for companies to better support their sales representatives; we’d worked on the problem together with 1:2:1 Communication,” Brady says. “Then Bob Kasai came along with the combination of front-line sales experience, management skill and technical knowhow to pursue a solution for Time Warner.”

Working with Kasai, PMA and 1:2:1 Communication identified Time Warner Cable Business Class’ functional requirements and fulfilled them through a web portal designed from a sales person’s point of view. “We talked to the reps and said, ‘Tell us how you work,’” McGee recalls. “We mapped out their sales processes and translated them into an intuitive web interface. A great advantage of HP RMA On Demand is its flexibility to integrate customer applications. We have worked closely with HP for many years to leverage the enormous capabilities HP and its portfolio of digital workflow solutions.”

“Merging enterprises sales practices, CRM data, web technologies and HP RMA On Demand can provide exponential sales growth.”

John McGee, President 1:2:1 Communication

Cold calls into warm prospects

For the end-user, here’s how it works: A sales representative logs on to BC OnDemand and gains access to their specific Campaign Dashboard. The Dashboard gives the rep access to campaigns that they are working on, where they view the campaign overviews and the specific prospects that are assigned to them. Specific sales steps are defined for the campaign which the rep can mark as completed. The system then generates, on demand, the appropriate campaign-specific collateral designed by PMA to

Time Warner Cable's Business Class brand identity. Each piece is personalized with the sales representative's name, photo and contact information, and is specific to the sales step the rep has just completed time and time again. Sales people have found that the personalized collateral gets them in the door and makes prospects feel like they already have a relationship with the representative. "They say it turns cold calls into warm prospects," Kasai says. "Sales people who use the system are consistently above quota and they produce more revenue. What's more, the solution is a great recruitment tool; the sales community sees that Time Warner Cable Business Class supports its sales people to maximize their earnings."

Next steps: expansion and integration

The resounding success of Time Warner Cable's BC OnDemand solution has created an excited buzz. Deployment is expanding to additional divisions. Next, Time Warner Cable Business Class is investigating an integration of BC OnDemand into the deployment of the CRM solution Salesforce.com.

"Once it's integrated with Salesforce.com, I'll be able to see campaigns from start to finish, including all the customer data, the progression of sales efforts, and the results," Kasai says. "In the long run we're developing integrated applications for reporting, tracking and analysis, with the benefit of automated, on-demand sales support."

PMA's Brady adds, "It's a proven, turnkey solution that takes a company's existing best practices and automates them to boost efficiency and increase sales. What's unique is that the solution is user-friendly, customized to the company's environment, and packs a lot of firepower."

1:2:1 Communication's McGee notes that Time Warner Cable Business Class' success story illustrates the kinds of opportunities open to any company that manages sales processes and marketing activities.

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For more information on HP Retail Marketing Automation On Demand contact: marketing.automation@hp.com.

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