Unlocking Growth: How Crawford Group Saved a Stalled Partnership

Integrated Marketing Strategy Case Study

crawfordgroup

How a global networking solutions leader headquartered in Silicon Valley trusted Crawford Group to create a service revenue strategy.

Executive Summary

Crawford Group helped a client reverse a declining service revenue trend with its largest partner, saving millions in potential losses. Crawford Group diagnosed the problem, created a strategy, and then executed the proposal. This strategic intervention not only revived service revenue but also solidified a valuable partnership, demonstrating the power of focused collaboration.

Customer Situation

The client was experiencing a significant decline in monthly service revenue with its largest partner. With millions in losses at stake, the client quickly needed to identify the underlying problem with the partner and develop a strategy to fix the problem.

Solution

Crawford Group provided a dedicated business development resource who designed a strategy to increase service revenue and collaborated with both the client and partner to accelerate service deals that had stagnated. Bringing visibility to the value of attaching services to sales contracts and creating and implementing incentives to help drive service sales, the client and partner experienced sharp increases in service contract execution. Crawford Group also created sales portals giving users access to data and performance reports as well as resources to educate them on the value of services. Collaborating with marketing and services team stakeholders within both organizations, Crawford Group cultivated a stronger partnership.

Measures of Success (ROI)

- ⬆ Over **$12 million in business within one quarter** - **$10 million of which was net new** attached service contracts

- ⬆ **80% attach rate of services to sales contracts** for the first time in the history of their partnership

- ⬆ **Strengthened partnership between key decision makers and influencers** at the client and partner organization.