



Marketing Plan for the IT Services Sector

An ICT outsourcing services provider engaged Praxi Sales and Marketing for support in drafting a business growth strategy. The decision was taken to create a proper marketing framework and launch a systematic development plan, geared towards the long term and in line with the targets set. However, rather than recruiting a figure from outside with a specific marketing background, the focus was placed on young, high-potential resources already working in-house on practical marketing activities, alongside which Praxi worked to transfer the skills necessary to handle the whole range of marketing office activities in-house.

Context

At the end of 2007, an ICT outsourcing services provider, already able to boast sound experience and distinctive skills, set itself a challenging goal: to become the top Italian operator in the sector, by boosting its brand visibility and keeping profits high. The results achieved, the close-knit staff and the customer satisfaction levels all showed that the company had the structure, organisation and quality service necessary to broaden its market and increase its customer base.

It was with this aim in mind that the company contacted Praxi Sales and Marketing for support in drafting a business growth strategy.

The Challenge

Although the company's customer retention and satisfaction levels were impressive, economic data were insufficient to support the growth targets, and the only solution was to broaden the customer base. Marketing activities had hitherto addressed a limited target, and were not part of a long-term planning strategy.

The new strategy created a proper marketing framework and launched a systematic development plan, geared towards the long term and in line with the targets set.

Instead of recruiting a figure from outside with a specific marketing background, a Praxi consultant was brought in to assist the young, high-potential resources already already working in-house on practical marketing activities, with the aim of transferring skills for:

- defining and structuring the marketing plan
- building a corporate database
- implementing corporate CRM and the pertinent change management
- defining the activities in the marketing plan.

Project

The collaboration with Praxi Sales and Marketing has continued thanks to the relationship of trust built up and the objectives shared throughout the projects.

The projects regarded the full range of business development activities: structuring the marketing plan, providing support for its implementation, assessment of the sales network and sales management. From 2007 to 2011, Praxi Sales and Marketing assisted the company with a permanent growth programme, which made it possible to:

- significantly increase the number of customers acquired
- triple company staff numbers and open two new branches
- boost brand awareness.



improving performance

PRAXI SpA

PRAXI is a leading Italian company in the sector of management consulting.

Established in 1966, it is structured as follows: 250 Employees (40 Managers), 10 Locations, € 6 million in Share Capital. The company's main activities are divided among four Divisions: Management Consulting, Information Technology, Valuations and Appraisals, Human Resources.

PRAXI's ability to offer integrated services is a key factor that makes the company stand out as a multi-disciplinary liaison in corporate consulting. Its cross-cutting approach combines perfectly with its innate ability to foster partnerships, seen as an opportunity to take on the clients' goals and build long-lasting professional alliances.

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