

We're On Your Team

How a Global Electronics Maker Captured New Revenue With Help From a Best-in-Class Customer Lifecycle Management Team

The Business Need

Famous for their excellent line of laptops, desktops, tablets and smartphones, one global manufacturer's leadership faced the inevitable challenges that come with growth in a fiercely competitive marketplace. Their resources were focused on serving their biggest and most lucrative accounts, leaving them with little bandwidth to manage the long tail of their business. The company was missing out on the significant new revenue that comes from winning and properly managing smaller accounts.

Finding new partners was just the start. To deliver results for both the company and the partner, those partners needed to be properly welcomed, onboarded and trained to sell the product. But the company simply didn't have the resources or the time to devote to this vitally important work. The leadership took their problem to Shyft Global Services, a division of TD SYNNEX, which was already serving the company as a distributor of its products. Soon, Shyft was also serving as an extension of the company's sales team.

The Solution

Shyft quickly identified ways to improve the company's partner communications. Partners began getting clearer guidance on how to build their business and maximize their earnings, including through sales performance improvement funds and by nominating customers for special discounts and bonuses. They also learned how to take better advantage of back-end funding programs that boosted their gross margins from 3% to as much as 12.5% — a fourfold increase.

As for the company's online presence, Shyft recommended consolidating their multiple websites into one streamlined portal for partners and customers alike. The simplified user experience quickly translated into greater program engagement and increased sales.

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—Antonio Masis, Director of Customer Management Services,
Shyft Global Services

Shyft also urged the company to make better use of its existing marketing programs (including a customizable IT newsletter), and encouraged partners to promote their offers through coordinated call-down campaigns.

Finally, Shyft took care of this company's back-end administration and support, including the handling of customer service calls. Shyft became the partners' fastest way to get a quote, saving the company time and money, and allowing its personnel to focus on their larger goals.

The Result

"For this vendor, the Shyft team started out calling on a list of 2,000 non registered partners in an effort to register them. Half of them were registered within six months," says Antonio Masis, Director of Customer Management Services for Shyft. "We effectively shifted the customer's need from account acquisition to segmented, strategized account management. Sales continue to grow through very enthusiastic and well-supported partners."

This customer management relationship began with just a handful of Shyft employees managing a \$12-million segment of the customer's channel. Since then, the team has grown to include more than 100 Shyft services professionals who bring our customer over \$4 billion in revenue each year.

Please note: The company names used in this version of the case study reflect the current company names, although the case study may have been originally published prior to the rebrand of Shyft Global Services and/or prior to the Tech Data–SYNNEX merger.

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Shyft had the people, the process, the infrastructure and, most importantly, the experience in the channel to give the customer the confidence that we were their best choice to become an extension of their company.

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*—Antonio Masis, Director of Customer Management Services,
Shyft Global Services*

About Shyft Global Services

Shyft Global Services is a leading technology lifecycle service provider that partners with companies around the world to shift the way they do business. Powered by a robust global logistics network, team of outsourcing experts and decades of experience, Shyft's end-to-end product and customer lifecycle services enable technology companies to reinvest in growth, transformation and innovation. Ready to shift your business forward? Learn more at shyftservices.com.

Shyft Global Services is a division of TD SYNNEX (NYSE: SNX).