

Delivered additional Revenue of US\$ 23 Million through increased Sales within 12 calendar months

BUSINESS CASE

Economic Trends:

- The organization had capable competitors creating a red-ocean for them to compete in
- The sales growth had slowed down from over 22% to only 3% in the last Financial Year (FY), while the market grew during the same period by 9.6%.

CHALLENGE

What is the Challenge

- Stagnation of sales in the organization, while the market grew

Where is the Challenge

- Across the organization

When is the challenge

- 2014

IMPACT

What is the impact

- Decrease in Net Profitability of the company, as the Growth Investments continued
- Pressure from the investors who wished to exit through an IPO

TARGET

What is the Target

- Grow the sales across Business Units by at least 30%, while continuing to maintain costs at the same level
- Create differentiators where possible

OUTCOMES

Customer Outcomes

- Enabled an integrated view to the customers of the organization, across all Business Units, instead of a silo approach for each product and service of the organization
- A solutioning approach to sales, thereby increasing the ability of the organization to positively influence the customers early in the lifecycle
- A new consulting unit was created to help customers make effective decisions

Improved Revenues

- Increased sales by 21% i.e. an additional US\$ 23 Million brought in through new approaches

Delivered using:

KINDUZ Services: Industry Research | Strategy Development | Breakthrough Improvement | Culture Transformation

KINDUZ Intellectual Property: KBEF | QADES | QIDES | AEIOU | The EPMA | LSSIB

