



Improving Go-to-Market in Credit Management Services

Commercial plan for Cannock EDS
Holding companies.

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RevelX helped us to quickly get a clear and unbiased view on our company's commercial performance and a very practical plan towards various improvements. Especially the quantitative data model that includes all potential customers, and the required marketing and sales efforts to achieve our goals, allows us to control our commercial activities with utmost precision.

- Eef van Riet
CCO at Cannock EDS Holding

About the client

In December 2021 Axiom Partners acquired the shares of three companies in the field of debt collection and invoicing services: Cannock, Cannock Chase Public and EDR Credit Services. All three companies are market leaders in their field and known for their high service levels and excellent results they generate for their clients.



The Challenge

In its strive to further improve commercial results of the three companies and grow shareholder value, the management board wanted to obtain a clear perspective on the maturity and professionalism of all marketing and sales processes and other aspects within their commercial teams. The goal was to identify areas of improvement that would lead to the desired continuation of growth in a tough Credit Management market.

The Solution

We executed an in depth Go-To-Market assessment that clearly revealed the maturity of the marketing and sales teams but also identified additional growth potential. One part of the assessment consisted of a detailed data analysis on total market size, customer value analysis, sales funnel analysis and sales activities analysis. Additionally various qualitative assessments on commercial processes were made. Following the assessments, a commercial growth plan for the coming three years was made, containing both quantitative and qualitative aspects.

Results

The result was that commercial management of the three companies now had an even clearer view on what commercial activities to execute and to what results those activities would lead. The total set of activities was organized as a commercial transformation program with clear sub-projects, responsibilities, and timelines. In total an upwards sales potential of 25% was identified.

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