

## Unisys | Gold Winner

Strengthening Marketing's Role in Customer Experience and Success

# The Unisys Client Success Program

## BUSINESS CHALLENGE

In 2017, after significantly refining the solution portfolio and restructuring the company, Unisys was ready to get our “marketing house” in order. A new CMO was hired and after limping along with minimal budget and even less authority, the Marketing and Communications group was empowered to create and effectively execute. One key area of focus was client references, where expectations were set that previously were impossible to achieve.

## PROGRAM OBJECTIVE

Our goal was effectively contribute to the company's revenue growth by developing and promoting client advocates that are critical to attracting new clients and growing business with existing ones.

## PROGRAM EXECUTION

Several important steps were necessary to elevate the Client Success Program.

- Remove barriers to success
  - Example: when our new CMO learned that our legal department would not allow us to post client logos on the external website, she gave permission that an email from the client confirming approval to post their logo and success story to our website was sufficient proof and a formal agreement was not necessary. Hurdle removed! The previous approach of asking the client to sign a form was prohibiting clients from readily approving a success story because it included other possible reference-related items.
- Organize to encourage teamwork and collaboration among the client success, design, web, social, PR, demand generation, analyst relations and third party advisors, and field teams
- Stop rogue reference content development
- Make it easy for account executives to participate in reference development
- Establish process to ensure consistency and that no pieces fall through the cracks
- Keep track of all communication with account executives and follow-up during agreed timeframes (minimize “asks”)
- Be opportunistic and pursue client video interviews when they attend events

- Leverage business outcome oriented success stories in Brand advertising, demand gen campaigns, and relevant web site pages
- Simplify finding current reference content
- Continually add new stories by following up on high CSAT/NPS ratings and nurturing Wins
- Manage reference pursuit for analyst-related activities and surveys to prevent reference fatigue

## BUSINESS RESULTS

All of the elements of the Client Success Program contribute to successful development and nurturing of client advocates. From gaining awareness and comfort in Unisys and the value delivered to other organizations with similar challenges—to becoming a client, providing feedback where follow-up action is taken through the CSAT process—to becoming a Promoter and advocate based on continued delight in and innovation with Unisys... the Client Success Program enriches the client experience and ultimately drives revenue growth.

Metrics that demonstrate the success of the Client Success Program include improvement in the overall company Net Promoter Score (NPS) and Total Contract Value (TCV) of wins represented by both renewal and expansion business. In other words, happy clients extend their engagements and buy additional services. Metrics that demonstrate success of the Reference Program include TCV of new logo wins, because client references are critical to winning new business.

The increase in client advocates over the past three years is evident. The Unisys Net Promoter Score (NPS) increased from 35 in 2015 to 47 in 2018. Beginning in 2017, we produced and posted on the Our Clients page of Unisys.com 25 client videos and nearly 150 success stories, and we have generated a strong pipeline for more of both. Key analyst reports (i.e. Gartner Magic Quadrants, Everest and Forrester reports) now include Unisys and in many cases in the upper right quadrant. Our clients are recognized for their success through ISG Digital Case Studies, CSO50 Awards, and Forrester case studies.

Our CMO, Ann Sung Ruckstuhl, presented to the Investor community in April 2019—the first time Unisys had anything other than financial updates for that audience. Feedback from one analyst included “Key takeaways from the CMO conversation were more streamlined approach to key areas of the Unisys marketing effort including: improvements to website ... quantifying and listening to client feedback, and sending proactive visible peer testimonials. Client response to this messaging has been positive resulting in higher win rates, better retention and increased penetration.”

Unisys’ success depends on our Client Success Program to develop and promote client advocates that are critical to attracting new clients and growing business with existing ones.