



Case Study: Print management

INGENIUM

164 completed surveys generate over £3 million in opportunities

Case Study

The Client

Kyocera Document Solutions (UK) are a leader in the field of document output management. Manufacturing and marketing network printers and a range of software solutions, Kyocera Document Solutions are a one-stop provider for document and print management. The Kyocera group as a whole, headquartered in Japan, operates worldwide in multiple sectors, and is ranked among the top 500 most valuable companies in the world. Kyocera have worked with Media & Marketing Solutions on several successful campaigns – testifying to the success of our results-driven approach.

The Problem

Kyocera wanted to understand the specific challenges facing their customers, so that they could best position themselves as the natural solution to those problems. With the then-forthcoming GDPR legislation on the horizon, many sectors were having to seriously consider if, or how, they would need to change working practices. In particular, many organisations may not have considered the full implications of GDPR in terms of print management. There was therefore a timely opportunity for Kyocera to draw attention to wider security and compliance needs in print management, and their own expertise in the area. At the same time, Kyocera sought greater brand awareness and an efficient lead generation process.

The Solution

The solution best suited to Kyocera's needs was our Research solution, allowing for the creation of bespoke surveys. Working in tandem with Kyocera to develop questions that precisely targeted the knowledge they sought about their audience, our in-house content team designed a research survey covering key questions on print security and associated strategies.

With the survey designed and built, prospects were invited to participate via email. To source participants, we drew on the gamut of our Ingenium data community. Comprising a map of the entire UK Public Sector, Ingenium meant that we were able to seek responses from key stakeholders in sectors including Local and Central Government, the NHS, and schools, colleges and universities from across the UK, as well as from charities and the emergency services. Emails were sent to select participants in key job roles across these different sectors, with the level of precision built into our Ingenium database ensuring only senior decision-makers were contacted. In addition, our purpose-built email client iServe ensures a high level of deliverability, meaning the survey invite arrived in the inboxes of thousands of contacts across the Public Sector. The email was promoted through our iGov Survey brand, a recognised and respected name in Public Sector research.

The Results

The survey achieved a huge amount of interest, with 164 fully completed surveys from contacts representing 161 different organisations from across the UK Public Sector. Given that 209 contacts began the survey – indicating a clear interest to begin with – this represents a 78.5% completion rate.

After the survey had closed, Kyocera worked with Media & Marketing Solutions' content team again to highlight key findings and produce a survey report, 'Print and Multi-Functional Device Management Across the Public Sector', discussing the most important or unusual results of the survey and their implications. The report was promoted to the entire original audience as an asset in itself. It was viewed by 484 users, with four of these contacting Kyocera directly to request further information.

The amount of interest generated by the survey and associated report led to Kyocera gaining significant pipeline opportunities at each stage of the project. Using the survey as a lead-generation exercise, Kyocera secured four exceptional opportunities – the largest of which was over £1.8 million. Once the survey report was built, Kyocera promoted it within their own CRM database and won a further £20,000 of business. Promoting the survey report in partnership with Media & Marketing Solutions to the Ingenium community generated yet more opportunities, allowing Kyocera to confirm further orders totalling £800,000. In total, this survey project allowed Kyocera to secure pipeline opportunities worth a combined total of £3.54 million.

Our survey served three key purposes for Kyocera. It allowed them to conduct research into their target audience's knowledge and opinions, helping them understand their market better; it allowed for the creation of the survey report, positioning Kyocera as thought leaders and experts in the sector; and the project as a whole was an efficient and hugely effective lead-generation exercise. Kyocera have worked with Media & Marketing Solutions on several projects since, and continue to do so now.

484

164 fully completed surveys

484 users viewed survey report

164

£3.54 million of pipeline opportunities generated

£3.54m


£1.8m

largest single opportunity generated throughout project

Marketing Solutions for the Public and Private Sector

Media & Marketing Solutions | BiP Solutions

Pacific House,
5 Pacific Way,
Salford, Manchester,
M50 1DR

0845 094 8567
info@my-ingenium.co.uk
 @ingenium_ids
www.ingenium-ids.org

