

CASE STUDY: New Zealand Post

overview

New Zealand Post is one of New Zealand's biggest and most diverse organisations. The company's leaders realised that it was important to simplify things for its corporate and government clients, who contribute more than 50% of Post's revenue. Accordingly, they adopted a model which involved an Account Manager representing the NZ Post Group to each major client.

problem

The Account Managers were now faced with the task of explaining NZ Post's diverse capabilities to each client. The task was complicated by the fact that many clients were only aware of the company's delivery business. In addition, a standard static presentation would not respect that each client's needs were different. NZ Post decided to ask LTW to help.

solution

LTW's solution provided Account Managers with an electronic sales presentation that can be rapidly customised to the specific needs of a particular client. It makes extensive use of hyperlinks that allow the discussion to flow naturally, while still being supported by visual material. The presentation describes NZ Post in terms of four key capabilities. In addition, a library of case studies showcases the deployment of those capabilities in multiple contexts.

benefit

NZ Post Account Managers are now able to confidently present the new 'unified' face of the Group in a way that prospective clients understand and respond to. The presentation is designed to initiate a problem-solving discussion. With their specific and in-depth knowledge of individual Post clients, Account Managers are then able to identify and promote value-adding opportunities across all levels of a customer's organisation.

