



“Where innovation meets performance”

HS Business Management Limited

HS Business Management Limited (HSi) has created a unique company offering in supporting SME companies through problem solving and implementation across sales, marketing, strategy, business planning and improvement, capital raise activities, M&A, pre-IPO, business integration, risk management and performance management. HSi has the capability to convert ideas > features > value > sales > investment opportunity. We possess high level relationships with family office, investment banks, funds, institutions and high net worth individuals from phase one to exit strategy.

HSi is a strategic consultancy with keen entrepreneurial thinking based on a team of successful people. It offers a wealth of business foresight; keen insight and experience.

HSi is a company that has a strong emphasis and belief in the philosophy and principles of business intelligence, experience based business solutions. Its track record of working on challenges within SME's and some of the premium lead fortune 500 client organisations, delivering integrated solutions with effective business processes and relevant targeted communications.

HSi's integrated approach to business embraces a holistic process specific to each client that is relevant to both the present and future needs. Our solutions impact not only the business performance but also employee motivation & customer behaviour.

Do you speak to your customers?

Most sales people visit their customers when they have a new product to sell or have a target to meet and nearing cut-off. Few salespeople meet more than their regular one or two contacts from one year to the next.

The people who actually use your equipment, systems or supplies are very rarely exposed to the sales people and hence it is infrequent that technical issues and application opportunities are feedback especially for the larger organisations. Even the service people are usually under pressure when they are onsite.

Product managers need to understand what existing applications are being used and where future opportunities lay in vital business processes and what the clients' own customer interface service level performance needs are.

HSi has work with its clients within the computing and telecoms sectors to establish *Customer User Groups* as a vehicle for interaction at the highest level and focused on product and service developments for future performance level improvements and enhanced functionality to extend their customers market advantages as well as performance and reliability issue solutions.

These clients are usually within the top 3 in their business sectors – either challenging or defending a market leadership position. These Customer User Groups are vehicles to *share* with their key accounts at the highest level between both the customer and the supplier the challenges in technical performance and cost base reductions that the market is increasingly demanding as well as major innovations within the technologies being or about to be employed within their various market segments.

HSi proposed a mechanism to bring both the clients and the supplier with their supporting sub suppliers together on a quarterly basis, with various working group meetings on specific topics active between the main meetings and reporting back to them. These working groups were privileged to share confidential information on product specification and software functionality so that clients felt empowered to influence future product design and its inherent functionality prior to launch or release as well as plan for introduction when available. This was particularly beneficial to the client when trade-offs had to be made as to what the next release of operation software should include, especially when there was twice as many requests for amendments and additions that the time between releases allowed. This prioritisation process was much more acceptable to the customer base when it could be revealed that it had been fully reviewed with the User Group technical sub-group. This apparent influence became a strong incentive for new customer to join the User Group as well as hearing about operational fixes that had been developed by other users for all types of operational challenges. It was also a major advantage to test the releases in a supportive environment.

For the HSi clients this interface became a rich source of product improvement opportunities as well as specifying future product configuration needs and operational cost reduction targets.

This continually strengthening relationship with its leading clients produced other benefits for the sales teams. It was always good to introduce a sales prospect to an active member of the User Group to see how the systems and equipment operated once 'bedded in' and the post-sale support that the supplier provided enabling quick resolution of any technical issue that may arise.

It was also a major opportunity to bring senior directors from both companies together and at key celebrations to cement that longer-term trust and cooperation.

Part of the process in recognising leading customers was to sponsor the annual competition for the most innovative application development each year. This not only gave publicity exposure to the client but also inspired other users and prospects to see what was possible based on similar hardware and software to that which they were using.

HSi people managed the whole process of presenting the original proposition to the users and secured not only members but also encouraged senior management of leading clients to take up committee posts. The Chairman role for one of the user groups was a director for a leading high street bank.

In supporting the administration and the sub group committees this enabled HSi to extend the benefits to all the volunteer members and thereby avoid the task becoming too onerous. It also provides the opportunity to defuse any potential issues before they were tabled.

The product areas in which these groups were active were in digital switching, midi computers, electronic printing, voice recognition systems and exhibition groups.

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