

CUSTOMER STORY

TNT turns leads into gold with Market Insight



TNT is one of the world's largest express delivery companies with a global reach to 200 countries and a very strong position in Europe. We make sure that your parcels, documents and freight items are delivered safely and on time throughout the world.



THE CHALLENGE

GETTING MORE LEADS IN A DIFFICULT ECONOMIC CLIMATE

Over the last few years, as the economy was challenging more and more companies, TNT wanted to increase the insight they had on current and new customers in markets worldwide and gain more synergies and efficiencies in their use of data and processes in their global operations. As a result, their use of Market Insight has helped them improve their marketing and sales processes in more than 37 countries.

TNT has been a customer of Dun & Bradstreet for more than 10 years. Laurens Liezenberg, Business Development Manager at TNT was responsible for an international rollout of Market Insight. “We achieved up to a 10x higher conversion from ‘suspects’ to ‘prospects’ and enrichment of 60 to 80 percent of the business data in our worldwide customer database, said Liezenberg. Once we became familiar with the possibilities that Market Insight offered, our organization was able to work far more efficiently and intelligently, explains Liezenberg. “We knew the application, but at that time we were still using a simpler tool that was no longer adequate. To make our method more intelligent and more effective we decided to switch to using Market Insight worldwide. We knew that Market Insight could help us to achieve greater insight into our international markets and the potential opportunity available.”

“In the Benelux we succeeded in generating a lot of new and – more importantly – good leads using Market Insight. Because this region is a mature market for us, we expected there to be hardly any potential for growth. That proved otherwise. Using Market Insight cleverly, we were able to generate ten times more new qualified leads than before. New opportunities were identified both with existing and new customers.



HOW IT WORKS

TNT EXPRESS SEES THE BENEFITS OF MARKET INSIGHT FOR ITS OFFICES WORLDWIDE

We combine data from D&B with our own customer data. In this way we can see when there is a possibility to sell more services to existing customers. In addition, family structures are charted within Market Insight. Are parent or subsidiary companies already TNT customers in another country? That also creates opportunities for marketing and sales. “For example, the ease of global access to the D&B database, the current relevance of the data, the user-friendliness of the system and the option to combine internal and external data,” Liezenberg says. “That we quickly see the result of the tool also makes it an accessible system. The market potential becomes clear because we can link our own customer database to the D&B system. Are there lookalikes and is there still growth potential in the region or the sector? It also becomes clear whether there are still grounds for marketing and sales activities in the branch or the region.

Furthermore the system gives clever suggestions based on the variables selected. The algorithms work relatively intuitively in that regard. Something entirely new can suddenly come out of it. A company that would not have been included in previous market screenings but that does in another is very interesting.”

“Once we became familiar with the possibilities that Market Insight offered, our organization was able to work far more efficiently and intelligently.”

Laurens Liezenberg,
Business Development Manager, TNT



RESULTS AND ROI

QUICKLY CONVINCED BY "MORE GOLDEN LEADS"

"Implementing the tool within the organization was simple. Globally, the D&B database is accessible via an online portal. Harmonising the TNT IT systems and processes to Market Insight was a bigger challenge. The fact that we were going to use a new system and revised processes sometimes met with some natural resistance. But that didn't take long because it quickly became clear that the use of Market Insight combined with the new method results in more 'golden' leads: a higher conversion and therefore more customers." TNT Express and D&B have entered into a long term cooperation. "We continue to use Market Insight and the revised method worldwide. In the future we hope to use more capabilities of the tool. If all the processes run well, we would like to see how we can use all the capabilities in the system for the benefit of our existing customer database and better screening and by expanding cross-sell and upsell efforts. Furthermore we want to use the data from Market Insight for event-driven marketing and a customized marketing approach by customer. "We look forward to continuing to increase the effectiveness of our marketing approaches," said Liezenberg.

ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNB.com.