

The case of the ‘forgotten’ customers

Customer

Specialising in modular system construction; flexible, sustainable accommodation solutions.



Objective

To analyse orders from the past 10 years in order to identify ‘forgotten’ customers and re-engage with them.

Specific questions

- Which customers have not placed any orders in recent years, but did so in the past?
- What type of solution did those customers choose?
- Sorting of customers by segment and order size per year

Result

- The sales team made an initial selection of 25 customers and approached them.
- Outcome: 2 new customers re-acquired with a total order intake of €2,300,000 within 6 months.

Client feedback

Eric Koenraads, Sales Manager:

“The initial results are very satisfactory and we expect even more to follow.”