

## **Polycom's Global Customer Success Database: Creating a Powerful Sales and Marketing Tool**

### **Challenge**

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Polycom wanted to create a comprehensive global repository of customer-success stories so its sales teams could easily access background on major customer wins to assist in moving prospects through the sales process. Various agencies had created testimonials over the years without using a universal template. Since APC's testimonials were amongst the most detailed and Polycom lacked the resources to develop the database, Polycom contracted APC to assist in creating this valuable tool.

### **Strategy and Action**

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APC had independently interviewed 40 customers over seven years and developed extremely detailed customer files containing in-depth insights into the customers' businesses before and after the Polycom installations. APC revisited all the customer background data, interview notes and post-interview correspondence to efficiently provide all the relevant information on each customer. The result was a database with 50 categories meticulously reflecting rich insights into each APAC customer.

### **Results**

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Polycom's global customer-success story directory has now been populated across the world and uploaded onto its intranet and partner resource centre. It is serving as an effective business tool widely used by the various sales and marketing teams, leveraging its invaluable customer insights to up sell existing customers from one geography to another, as well as to convert competitors' customers by showcasing innovative ways that Polycom is achieving results and delivering ROI to its customers.

