



**MOTOROLA**

# Motorola - New Channel Impetus Across Europe

Case study

## The client said:

"Our vision for the channel has been turned into a reality like switching a No to a Yes."

## Client profile

A world-leading high technology enterprise, creating innovative solutions to the world's biggest challenges in public and commercial sectors, Motorola Solutions relies on high-performing channel partners to deliver sales and service to their customers.

## The brief

With a revamp of the Partner Engagement model in mind, IRS was tasked to analyse and review partner performance across the network and recommend new ways of enhancing partner engagement.

## The campaign

Within Motorola Marketing Accelerator (MMA), a marketing centre to assist, drive and support their channel partners, Motorola called on IRSMarketing to provide Database, Sales Pipeline Generation and Partner support services.

## What happened

The IRS team ran an evaluation of partner performance and the engagement process and proposed enhancements to the level and content of communication with partners. IRS set up a multi-lingual contact centre servicing partner Europe-wide, upgraded the onboarding process and established an inbound response function to receive, qualify and process sales leads to the channel.



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