

Business Review to Drive Desired Results

BACKGROUND

On the Spot Network (www.onthespotnetwork) is a multimedia firm that provides a revenue stream and enhanced communications to a captive customer base in restaurants, retail establishments and professional offices with high consumer traffic. The company was successful and profitable, but realized the outside assistance would serve to improve their marketing efforts, streamline operations and grow revenues.

THE CHALLENGE: Operational Efficiency and Market Expansion

The company's existing marketing was not consistent with the current product and services set, nor did it tap into the market potential. There was no ability to easily use alternative sales methods, and functions utilized manual or out of date methods. On the Spot requested a review of their entire sales, marketing and internal processes.

- ✦ A desire to scale in current and future target geographies, and to run the company in a more efficient manner
- ✦ A review of all internal functions, as well as customer facing activities
- ✦ Alignment of the principal company activities with the desired outcomes

THE SOLUTION: A Clear Company Vision Path to Desired Results

From a series of discussions with the CEO, the company's goals were clarified and concretely established. These included new products and services, minimum revenue and profitability levels and human resources guidelines for employees. In order for the company to scale, it needed to revamp its services delivery infrastructure to a more advanced technology enabled systems.

A new marketing campaign was developed that the company felt was creative, compelling, and yet simple to understand. An affiliate compensation program was developed to utilize partners that were previously untapped, but were determined to be able to influence customers and prospects. The current products and services were expanded, which allowed for greater penetration of existing customers and were equally compelling to prospects.

- ✦ On the Spot Networks gained some key competitive advantages, and minimized the gap with existing deficiencies, including being able to more profitably serve their customers
- ✦ The company can now maximize the market potential in existing territories, as well as have the ability to successfully execute in new desired markets

