

CASE STUDY: Channel

Motorola Solutions Mystery Shopper Campaign 2011

The client

Founded in 1928, Motorola Solutions is a global market leader in enterprise and government mobility hardware. Renowned as the pioneers of mobile communications in the 1930s, with car radios and public safety networks, they made the equipment that carried the first words from the moon in 1969. Today, Motorola Solutions go to market through an extensive network of channel partners, ISVs and distributors.

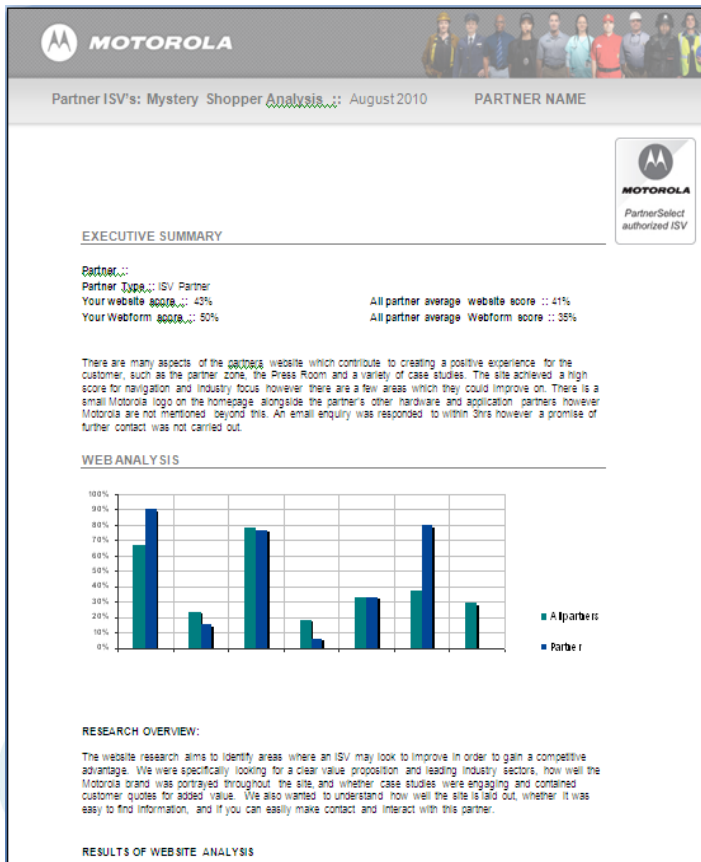
The challenge

Channel partners are the gatekeepers in the competitive world of enterprise mobility solutions. Motorola needed to understand how their partners generate and nurture leads, and how they position Motorola in their sales calls and website. They also wanted to further develop relationships and open communication channels with them. The attention this requires could not be universally delivered by Motorola's Channel Account Managers, given a universe of 3000 accounts globally.

The solution

McDonald Butler's Mystery Shopper proposition addressed these challenges exactly, through a tried and tested 3-stage, 12 week process:

- i. **Audit one: analysis and assessment:** McDonald Butler systematically analysed a selection of 200 Motorola Enterprise partner websites together with the partner's in-bound call/email handling methodologies.
- ii. **Feedback stage:** KPI's were used for the web analysis, as benchmarking standards (ease of navigation, design clarity, user friendliness) for a partner's effective use of the internet as a sales tool; including generic best practice indicators as well as assessment of Motorola's presence on the website.
The telephone audit was conducted as if we were a potential client of the channel partner. In the calls we assessed and scored quality of response, including level of sales follow up undertaken by the partner, methodologies used to qualify the lead, level of prominence given to Motorola Solutions during the call. These results are fed back to the partners with recommendations.
- iii. **Audit two** (12 months after audit one): **improvement assessment audit**
The same audit as stage one was conducted again, to highlight favourable movement (or otherwise) against the identified parameters. Motorola used the results of this audit to assess the effectiveness of the activity.



Sample results summary for each partner

The results

Through the Mystery Shopper programme, we increased partner activity online from 25% to 46% in favour of the Motorola brand. And we helped secure a £600 million revenue stream for just £140,000.

It has now been four successive years that McDonald Butler has been charged with investing Motorola with local market relevance across EMEA, in order to increase awareness and reputation and raise it above the competition.

"The {Mystery Shopper} programme has been a great success and we have already seen a return on our investment. Additionally, in terms of injecting real quality into many of our working relationships, the activity has worked on numerous levels, creating a great base for development and helping us shape a successful future through this critical route to market."

Justin Turner, EMEA Channel Marketing Manager, Motorola Solutions