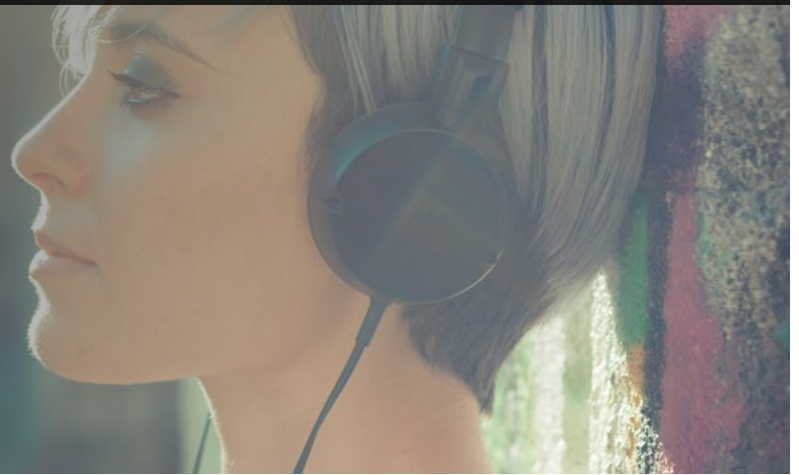




Case study

How Retina™ helped Sennheiser beat the online counterfeit and grey market.



The challenge

Sennheiser UK is a subsidiary of one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. Strong growth in the last seven years had attracted strong interest from the imitation and grey markets. Not only was it compromising customer experience, it was impacting the bottom line. Too much sales force time was tied up searching and investigating counterfeit, grey market and B-grade products, resource that should have been focused on growing revenues.

Sennheiser introduced selective distribution contracts as a solution to the problem. But to effectively manage this they needed greater market insight – the big picture on how widely sold the contravening products were, by whom and at what price. That way they could actively monitor and enforce their strategy.

The solution

Our solution combined online monitoring and active policing.

Online monitoring

We focused Retina™ on constantly monitoring Sennheiser's products in the online marketplace, to provide real-time retail intelligence on actual pricing and real-world distribution. At the same time we harnessed the analytical capability to identify unauthorized vendors and to measure the success of Sennheiser's online selective distribution strategy.

Active policing

Once we were able to assess the scale of the counterfeit and grey market, Retina™ triggered a management report that summarized the offending retailers, so that appropriate legal actions could be taken, then monitored the retailers for compliance.

The impact

Richer customer experience

- \$1.3m of counterfeit goods were seized.
- 66% of unauthorized sellers were removed from the online market.
- Consistency in pricing and messaging across-channel.

Stronger retailer relations

- Authorized sellers have seen business growth and improved margins.
- Retail listings have grown as authorized retailers have greater confidence.

Increased operating efficiency

- Fewer customer complaints.
- Lower returns and admin costs.
- More time selling.
- Increased effectiveness for sales operations and product management.

Retina™ brings strong governance to your online channels

In a multi-channel world the internet is the problem child. Without a strong online experience businesses can't achieve the omni-channel strategies that drive more sales, retention and loyalty. The answer is more effective online governance. It can improve customer experience and stop price being king, increase awareness and reputation, strengthen competitive difference, and better integrate online with other channels. The result? A more effective omni-channel strategy that could retain almost 90% of your customers*.

“Without Retina™ we would quickly descend into chaos.”

Peter May
Consumer Sales Director
Sennheiser UK

How does it work?

Online monitoring

Retina™ scans price and distribution, observes sentiment, tracks the key customer experience dimensions and follows the competition, in near real-time.

Active CX management

Retina™ utilizes dashboarding and analytics to enable better retail compliance, online experience, revenue and margin improvement, brand protection and asset management.

On-going optimization

Retina™ is driven by CX consultants, improves omni-channel strategies, CX operating models and capabilities, and customer insights that shape online experience and content.

What it could mean for your business?

- Control distribution channels
- Optimize pricing
- Protect brand reputation
- Improve customer experience
- Maximize omni-channel
- Increase revenues
- Retain more customers
- Grow profitability

Learn more about how Retina™ could help your online governance, contact Rick Jones at rickj@aximglobal.com or visit aximglobal.com

Axim helps organizations turn customer experience into better business through strong CX governance. We focus on risk, efficiency, accountability and the sheer untapped possibility of CX technologies, data and analytics, people and digital marketing. It means operationalized CX, streamlined CX ecosystems and mobilized customers. To learn more visit www.aximglobal.com



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