

A Harte Hanks Case Study



FLEETCOR Drives Fuel Card Sales, Usage with Holistic GTM Strategy



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The background

As a leading global provider of fleet cards, FLEETCOR serves over 500,000 commercial accounts with millions of cardholders across the United States, Canada, Mexico, Europe, Africa and Asia. The company has achieved significant growth by acquisition in international markets.

In 2015, FLEETCOR had amassed up to 500 telesales agents through the acquisitions, responsible for acquisition of new customers, activation and usage of fuel cards. The acquired teams were located in various international geographies, each with different processes and standards—resulting in inconsistent performance. FLEETCOR needed a better approach to consistently drive inbound and outbound sales through their telesales teams.

The challenge

- ◆ Develop consistent and effective methodology for driving new sales into the small-to-medium-sized business market in specific international geographies.
- ◆ Standardize recruitment, training and performance management of telesales teams to deliver on sales performance targets.
- ◆ Positively impact sales performance.

The net-net is that we have tremendous variation in how we sell across our businesses; clearly this contributes to variations in performance. FLEETCOR desires to implement best practices and standardized processes to drive consistent performance and results.”

- Jeff Lamb, Executive Vice President FLEETCOR

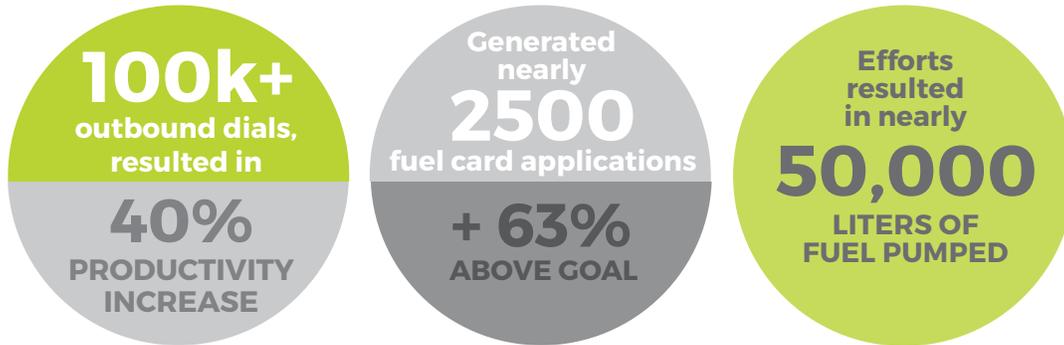
FLEETCOR'S solution

FLEETCOR built a champion/challenger model with Harte Hanks to explore best-in-class telesales solutions unencumbered by existing business processes or procedures. FLEETCOR's new challenger team developed a more comprehensive go-to-market strategy to target the right prospects, engage them with a relevant message and nurture them through the sales process to actual card usage. This includes:

- ◆ Data analysis to reveal the ideal customer profiles.
- ◆ Sourcing new data to provide a more targeted approach to penetrating the market.
- ◆ Recruiting, hiring and training a new telesales team specifically aligned with the new approach.
- ◆ Automated nurturing tactics to reengage targets previously contacted by telesales and advance them through the sales and onboarding processes.

Business impact

FLEETCOR generated sustainable performance improvement against all success metrics. In addition, the new approach created a scalable platform for future growth.



“We learned a lot of best practices from Harte Hanks, particularly around using an omnichannel approach, and the champion/challenger model prodded our own internal teams to perform at higher levels.”
- Chris Alff, VP of Sales at FLEETCOR

Moving forward

While continuing to grow their customer base in current markets, FLEETCOR’s next move is to use their holistic GTM strategy and the insights and best practices they have acquired to extend into new markets. The company continues to examine new sales strategies involving increasingly more detailed customer segmentation and analysis, as well as integrated marketing automation, nurturing and structured onboarding approaches.

About Harte Hanks

Harte Hanks has been in the business of producing engaging and effective customer interactions that drive business results for our clients for many years. Partner with Harte Hanks contact center experts to define, execute and optimize the differentiators that drive successful customer support: data insights, innovative workforce planning and training, comprehensive channel support and creative use of technologies. Working with the Harte Hanks contact center team, you can meet the challenges of customer experience management—for smarter customer interactions.



**For more information,
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