



pure marketing.
absolute sales.

Get down to long-term relationship

LUON
customer case study

Client

Hewlett Packard EMEA

Campaign

HP IPG KAM project communication

Product

Portal for HP Key Account Managers



i n v e n t



The AMS system in the spotlight

Despite the wide range of benefits and information that the KAM portal and AMS system offer Key Account Managers, they were not initially used with any great intensity.

To remedy this problem, LUON designs and dispatches the KAM Enews and the magazine kamnews. Both media products bring the KAM portal to the attention of KAM and RAM managers (Retail Account Managers) and encourage them to use it more intensely.

Marketing objective

- A broad awareness of the KAM portal and AMS system is being created. Ongoing monthly e-mail communication (KAM Enews) and quarterly printed communication (kamnews) ensures that KAM remains top of mind - "KAM gets you down to long-term relationship".
- With KAM Enews and kamnews HP IPG wants to lead its KAM managers to the portal and give them continual encouragement to use the available information when developing their marketing plans and strategies.

Communication

- In both forms of communication, a considerable degree of personalisation is used. The

- idea is to maintain a high level of attention in all relevant parties (KAM and RAM managers) and ensure that the mailings stand out from all other internal and external messages. KAM managers also have the chance to provide detailed feedback.
- In terms of content, the focus is on the relevance and added value of the KAM portal and AMS system in particular. Success stories also provide a very concrete picture of the unfamiliar possibilities of AMS.
- Reporting on common successes with clients and ongoing incentivisation and motivation ensures that interest and involvement is built up and consolidated.
- KAM Enews is a monthly electronic newsletter

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DISCOVER HP KAM NEWS & WIN

Connecting with your account

How do you determine a potential new channel for hp products? How to proceed in establishing a 'next level' relationship? Or what is the best approach for new contacts within an existing account?

Discover how hp supplies the answer to most of these account-related questions - by subdividing the account management process into 7 clear and achievable steps.

>> [read more](#)

The ams 7-step approach

AMS system in detail

About LUON?

> **LUON delivers proven solutions in marketing consultancy & business development, marketing research, marketing communication and marketing technology.**

> **As an independent sales & marketing company we advise customers and help them optimize their marketing and sales processes.**

> **We are committed to turning customer centric marketing into a business strategy that creates value and drives profitable growth. We call it: pure marketing, absolute sales.**

featuring an interview with a KAM or RAM manager every month – about how they use the portal and how this has improved their results.

- News of portal updates and a knowledge bank with links to sites with interesting literature also make KAM Enews an exceptional information source.
- The magazine kamnews comes out three times a year and mainly offers users a chance to express their views. They talk about their positive experiences with the use of the KAM portal and AMS system.

Results obtained

- Reactions have been highly positive, as the figures confirm.
- For the mails which have been sent out so far

(up to 26 June 2003), an average clickthrough of 21.65 % has been measured. 16.75 % of these represented a unique interactor.

Links

www.hp.com

Would you like to know more about this case and how Luon approaches and develops such an integrated project?

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