

OgilvyOne adds to its Global CRM Leadership

26 June 2001

OgilvyOne Worldwide, a member of WPP, one of the world's leading marketing services group, today (26 June) announces the acquisition of leading CRM consultancy QCi Assessment Ltd.

QCi's core product is CMAT, the highly respected CRM benchmarking methodology and consultancy tool. OgilvyOne will adopt CMAT as a key component of its own CRM consulting practice.

Nigel Howlett, Chairman of OgilvyOne London and Paul O'Donnell, Executive Vice President, International Development OgilvyOne Worldwide, join the board of QCi Assessment Ltd with immediate effect. David Graham moves from QCi to head OgilvyOne's CRM consultancy practice in the UK.

Through CMAT QCi provides an objective and cost-effective benchmarking process, which helps companies identify and prioritise actions which bring practical and profitable enhancements to their CRM activity.

CMAT helps companies to benchmark themselves against competitors and best practitioners in all aspects of customer management. This is used to develop a road map to support successful project implementation. With seven out of ten CRM projects destined to fail, CMAT will become a powerful weapon in OgilvyOne's world class CRM armoury.

QCi will continue to operate as an independent consultancy in addition to its role with OgilvyOne. QCi consultants, partners and clients will be able to draw upon the broader communications skills of OgilvyOne for a more complete solution to their CRM requirements - from strategy to implementation.

OgilvyOne Worldwide will support the launch of QCi operations in key international markets - the focus for the remainder of this year will be in the US, Germany, Spain, France, Singapore and Hong Kong. By 2003 it is anticipated that QCi will have a presence in a further 15 markets.

QCi's work reveals that the overriding trend is one of significant lost opportunity in almost all blue chip companies across the globe in terms of customer management professionalism. Most companies are struggling to identify how and where to invest in customer management within their business. QCi research indicates that, together, the top 10% companies in Europe and US could save costs or generate revenue in excess of £15 billion with more effective customer management systems.

According to Neil Woodcock, Chairman of QCi, most companies fail to formally recognise the key processes that impact on the way customer relationships are managed. Woodcock believes that: "Far too many companies are relying on shrunk wrapped IT solutions when they should be looking intelligently at the customer management process across their whole enterprise. Some of the most common problem areas include; poor analysis, planning, day-to-day execution, inappropriate use of systems, an over-focus on systems, under-investment in people and change, low quality data, weak processes, lack of understanding of the customer experience and either poor or absent measurement."

According to Neil Woodcock there remains a huge gap between intention and reality. Says Woodcock: "Through CMAT we've discovered that 67% of companies fail to provide clear, visible leadership in customer management and in 75% of organisations the senior management team have no regular direct customer contact."

OgilvyOne Worldwide Chairman & CEO Reimer Thedens commented:

"CMAT will add a significant new dimension to our CRM offer. Clients are increasingly questioning the investments that they have made in 'big-bang technology' which all too often fails to deliver all the hoped for gains in productivity and profit. CMAT allows us to offer clients a practical route to build on their CRM investments by adopting proven best practices and measuring their performance against best-in-class firms."

"In addition to using CMAT for our clients, we are also delighted to be the lead investor in helping QCi Assessment to go international. Our shared objective is to establish CMAT as the global customer management benchmarking tool."

Commenting on the acquisition QCi Chairman, Neil Woodcock said:

"Many of our clients and partners have been encouraging us to serve them in international markets and we are now firmly on-track to meet their needs providing consistent diagnostics consultancy and programme management across the globe, with the additional benefit of OgilvyOne's expertise and network."

QCi's existing partnership and distribution arrangements with companies like Consignia, IBM, Royal & Sun Alliance, Acxiom, and NCR, will be unchanged as a result of this transaction.