

CASE STUDY

UNIFIED BRAND, MESSAGING AND CLEAR SERVICE PROPOSITIONS FOR A THRIVING GLOBAL TECHNOLOGY CONSULTANCY

CSTechnology[®]

Overview

CS Technology's rapid organic growth presented a challenge. Their service propositions were no longer clearly defined, leading to mixed messages and variable quality of sales and marketing materials globally. Conscient was engaged to assist in clarifying the propositions, defining the four key service lines, creating brand uniformity worldwide, and applying these changes to a new website and marketing collateral. This allowed CST to improve their commercial success by increasing the impact of their marketing campaigns and allowing materials to be easily tailored for global consumption.

Project Outcomes

- Clearer service propositions
- Improved global brand alignment
- New engaging website
- Improved commercial success

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CS Technology[†]

The Client

CS Technology is an international firm with offices in the United States, United Kingdom, and Australia. They work with clients to provide expert advisory services and solutions that deliver operational improvements across the Digital Infrastructure Lifecycle.

This lack of clarity was impeding their commercial success as new staff could not be easily inducted without a clear set of service lines and branding uniformity. Consequently, sales and service teams were creating their own materials without proper guidance, leading to mixed messaging and variable quality.

The Challenge

In 2018 CS Technology had a challenge. Their business was doing well and had grown organically to have a significant global presence, with offices in New York, London and Sydney. They were broadly organised into service lines and each region had developed unique capabilities that had evolved around individual client engagements.

They wanted to expand their sales capability and give a uniform client proposition across all locations however their service definition was unclear. This led to a problem as salespeople couldn't easily explain the company's value proposition to prospective clients.

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Conscient gave us just what we needed, access to an experienced CMO at a fraction of the cost of hiring our own.

Murray White, Chief Commercial Officer

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The Solution

Conscient were engaged to assist and rapidly advised on the strategy and plan to address these challenges.

The first step was to clarify the propositions. This involved carefully defining the four service lines and clearly articulating the value to the client.

Additionally, the CST brand needed to be refreshed in order to create global uniformity, as well as departmental consistency. The work on the service line branding was designed to help CST achieve a clear identity, which assisted in positioning them in the market.

Next the website needed to be updated. It was carefully redesigned to reflect the new branding and showcase the four service lines. New regional landing pages were also added to aid CST's global expansion as they could be tailored to the specific needs of each market.

Finally, Conscient created a variety of marketing collateral for all CST salespeople. Fact sheets, presentations, and infographics were created, applying the brand throughout and bringing consistency and a strong identity across all marketing assets.

Outcome

CST achieved global brand alignment which allowed them to deploy Templafy (which is a content enablement platform, connecting brand awareness across all programmes), meaning all future collaterals could be produced by staff without compromising the brand identity.

Clear market propositions meant CST were able to accelerate their commercial success through a knowledgeable global sales team and clear, up to date marketing collateral. Furthermore, by engaging Conscient, CST were able to complete this work quickly and without the cost of hiring a dedicated CMO and marketing team.

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They delivered a new brand, website and a whole range of collateral at a pace we couldn't have achieved alone.

Murray White, Chief Commercial Officer