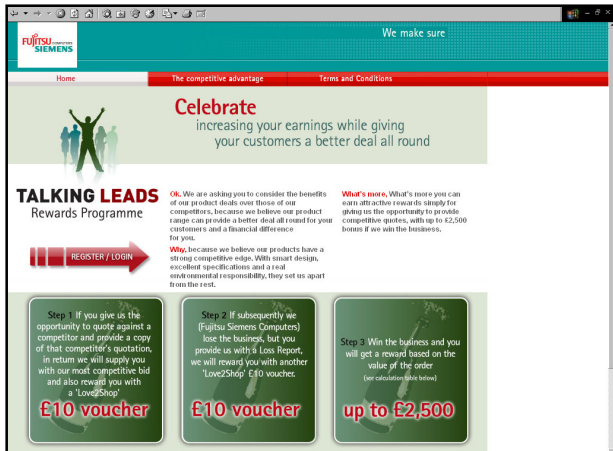


User Story



New business opportunities increase significantly as Fujitsu Siemens encourage partners to register sales leads.



The Talking Leads programme enables Fujitsu Siemens Computers' partners to register leads when they are working in competitive sales situations.

Each partner's online account enables them to log and update information about sales opportunities. Fujitsu Siemens will then provide a competitive price and the partner's account is updated with the quotation details and loaded with the reward value to be paid if the business is closed.

When a partner gives Fujitsu Siemens the opportunity to quote against a competitor and the partner also provides a copy of that competitor's quotation, in return Fujitsu Siemens supply their most competitive price and also reward the member. By winning the business the member gets a reward. Rewards are paid in shopping vouchers and range between £50 and £2,500 depending on the value of the business.

Alternatively, if the partner loses the business, but provides a Loss Report with details of why the sale was lost, which vendor won the business, and at what price, the partner receives a small reward. As part of the programme, Loyaltynet then correlate information about why business is being lost and report it back to the appropriate Fujitsu Siemens Product managers.

"The response from our partners to the Talking Leads programme has been exceptional. The levels of new business opportunities have increased significantly, as has our ability to understand and evaluate the current competitive environment to which we need to respond"