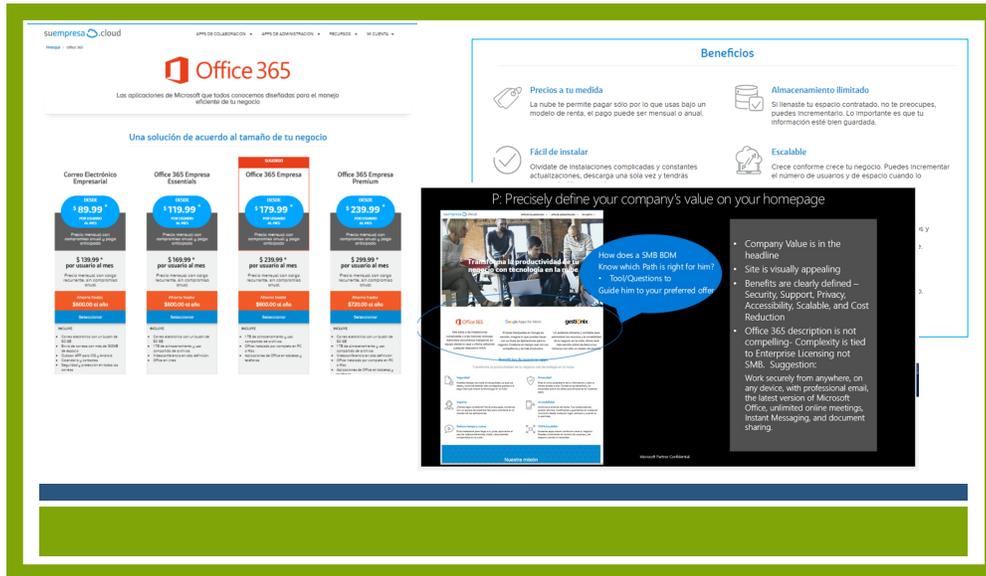


CUSTOMER STORY

Wingu



Solution Overview

Products and Services
Customer Journey Assessment

Industry
Information Technology and Services

Organization Size
200 Employees

Country
Mexico

Language
Spanish

Wingu expands their offerings to include Office 365

EMM creates Spanish sales materials for Office 365.

Understanding their needs:

Being new to Microsoft Office 365, Wingu approached EMM for a high-level review of the Office 365 section of their website and feedback on areas of improvement. What started with a P.R.E.S.E.N.C.E.™ Assessment, led to a Messaging Framework, Solution Sheet, Battlecard and complete Customer Journey Assessment around Office 365. With few resources in Spanish, EMM was able to deliver the elements in Spanish, giving the sales team the materials they needed for success.

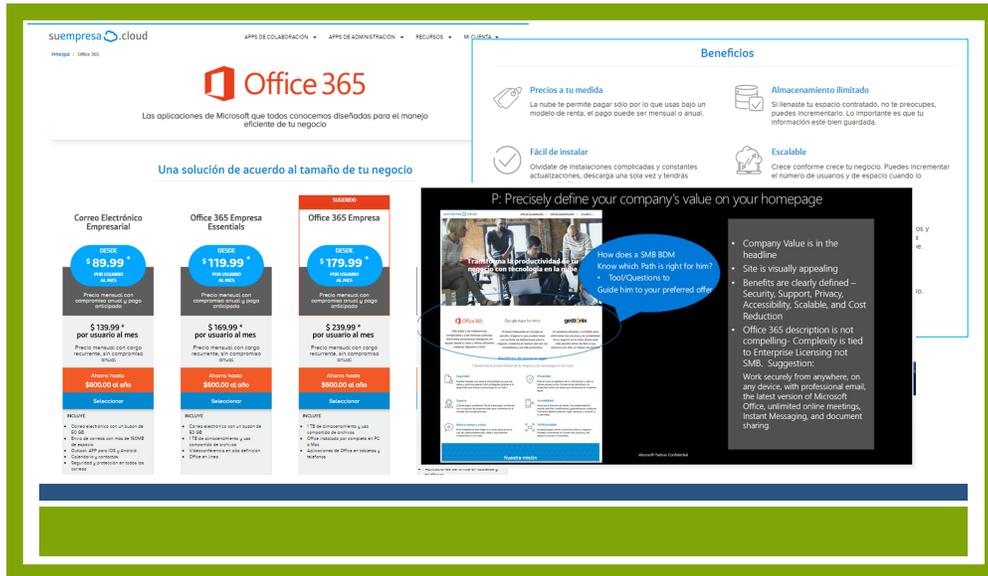
How we helped:

Microsoft first approached EMM to do a high-level review of the Microsoft Office 365 section of Wingu's website. Being new to selling Office 365, Wingu wanted to make sure all the important details were present to make their product launch a success. EMM conducted a trademarked P.R.E.S.E.N.C.E.™ website audit, identifying missing materials and content, and recommending a messaging framework around Office 365.

Once the Messaging Framework was complete, Wingu and EMM created additional marketing collateral to familiarize the sales team. There were not many marketing and sales materials available in Spanish on Office 365, and EMM was able to help developing a Messaging Framework, Solution Sheet and Battlecard in Spanish.

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How we helped (continued):

Then Microsoft asked EMM to perform a Customer Journey Assessment, incorporating language from the newly created materials in the recommendations. EMM reviewed the Wingu website (suempresa.cloud), walking through the entire customer discovery, evaluation, purchase and post-purchase process.

EMM was able to give Wingu the tools they needed to make their Office 365 product endeavor a success. Wingu now has much needed marketing collateral in Spanish and detailed direction and recommendations on where they can update their website to be more effective.