

# Tata Technologies shares its marketing transformation approach with Nelco

Nelco is a leading satellite communication (VSAT) service provider in the country, serving the enterprise market. The company is focused on bringing the benefits of the digital revolution to unserved and underserved customers. From a branding perspective, it has been deeply focused on direct engagements with its customers, global partners and regulators and this approach has worked well for them. Nelco has established itself as the preferred partner for global players in India and is well respected in global satellite communication fraternity. For its long-term growth plans, it is now keen on developing a structured marketing and PR programme that will deliver long-lasting and assured relationships in a niche market strategically. To support Nelco in attainment of its goals, TBExG facilitated a best practice sharing session on August 20, 2021, with Tata Technologies. Santosh Singh, Sr. VP & Global Head Marketing, Business Excellence & Innovation, Tata Technologies, shared the marketing transformation approach during the session.

In FY20, Tata Technologies decided to strengthen its account-based marketing (ABM) through a collaborative effort of sales, practice and delivery teams. For this purpose, Tata Technologies decided to review its existing segmentation to identify key accounts and enhance focus on them by developing greater insights, developing an ABM calendar based on identified white spaces, strengthening collateral library management process, improving efficiency through specific resources across territories and re-negotiating contracts to optimise marketing spends. Mr Singh further shared the organisation structure created for this purpose and how the entire exercise was implemented through projects around strengthening of the company's value proposition, account prioritisation workshops, improvement of collateral library management and associated technology support required and development of customer testimonials. Going forward, Tata Technologies intends to attract new customers by effectively communicating its value proposition by leveraging digital communication for prioritised accounts and use personalised communication to generate further interest for sales conversion.

Nelco found the session extremely useful and would be leveraging key learnings from this session to design its marketing and PR processes.

## Participant Speak

“The knowledge sharing session on creating a holistic marketing and PR methodology has been truly enriching. The team was very forthcoming in taking us through their journey, the challenges they faced and the learnings they had. It was a very insightful session that has helped shorten our learning curve. This discussion has broadened our perspective on possibilities to derive more value from marketing initiatives.”

- Pooja Johar, Head - Strategy, Risk Management and Business Excellence, Nelco