

XYLOS

Xylos
Applied ICT

**BUILDING YOUR
PRODUCTIVE ENTERPRISE**

Systems Integration
Systems Management
Information Worker Solutions
Learning

“Out of sight
is out of mind”

Xylos mainly uses communication to increase brand awareness and to convey the correct image in the market.



“This is important for our customers, our own staff and for the company,” says general manager Luk Denayer. “We want to create an appropriate image and action is needed for this. Based on our mission, we first decided which image we should have. We then realised that it would be a long-term operation. That’s why we don’t deviate from our programme, though of course we regularly modify the actions we want to take for achieving this goal. We have to take into account changes in the market, for example.”

“Each year we begin with the business objectives that were set for the different departments and from our history – what has

worked in the past and what has not,” explains Denayer. “Then it’s a matter of figuring out what is achievable and what is not.”

Luk Denayer can scarcely imagine how a company such as Xylos would operate without a marcom department. “In the short term the consequences would be limited,” he says. “But in the longer term it would bring obvious disadvantages. Out of sight is out of mind, as they say. Potential customers would no longer know about us, we would no longer be top-of-mind if they needed the services we offer. We work in a hypercompetitive market, so marketing actions are essential for attracting new projects and new customers on a continuous basis.”

“We also want to maintain our influence on our existing customers,” says marketing manager Katrien Vanherck. “Companies like to see the

names of the suppliers they work with talked about. They also like to be kept informed about new activities, invited to events and so on.”

Salespeople find it easier to set up dialogues

So the benefits of an active marcom policy are very varied – that is the verdict at Xylos. “Our presence in the press is good for customer loyalty,” explains Denayer. “It definitely has a positive effect on customer relations. But it is also good for relations with our partners. They see that the marketing budget to which they contribute is being spent effectively on actions that benefit both partners.”

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Whether marcom also directly helps sales is more difficult to determine in the short term, according to Denayer. “It is difficult to prove a true causal link, but of course it could hardly be otherwise. Conversely, if we did not organise any marcom actions then the adverse effect on sales would perhaps be clearer.”

Xylos tries to position the company mainly through PR communication. “The coverage this brings us also creates a kind of pride within

our organisation. Everyone likes having the company that

they work for appearing in the press,” explains Denayer. “For many people it’s only then that they feel they really exist for the outside world. This is highly motivating.”

The main aim of the other marketing actions is to take care of lead generation. The case stories that Xylos commissions are mostly for commercial purposes. Because it is primarily salespeople who profit from marcom efforts. They make it easier for salespeople to set up a dialogue with potential customers.

Xylos is also making use of a fairly new service from Quadrant Communications: event content. This means Quadrant takes over responsibility for some of the content of customer events. According to Katrien Vanherck, this helps an event to bring in optimal returns. “The majority of our people have a technical background. They don’t always succeed in telling their story in an easily understandable way or adequately convey its commercial benefits,” she explains. “Since each event requires a substantial investment, we want it planned right down to the last detail and that’s why we have decided that from now on we will hand over the preparation of the presentations to professionals. An added benefit is that now we have more control over what is said at such an event, for instance by our customers.”

“This broader approach is typical of the collaboration with Quadrant Communications,” adds Vanherck. “Our previous agency just took care of our PR communication, but we can come to Quadrant for more services. We also feel that they are continually thinking with us, for instance to do more with the content available. This is essential for setting up actions that have the impact we want. Otherwise you remain stuck at the level of sporadic statements, and unfortunately that does not get you very far.”

Why does Xylos communicate?

- to attract new projects and new customers
- to continue catching the eye of existing customers and stakeholders

