



INTEGRITY | INNOVATION | VISION | DEDICATION

www.essential.com

“OUR GOAL IS TO PROVIDE HIGHLY MOTIVATED AND TALENTED PEOPLE, IDEALLY SUITED TO YOUR COMPANY’S CULTURAL AND TECHNOLOGICAL ENVIRONMENT.”

PROFILE

In today’s competitive world, businesses are faced with ever changing needs, especially IT and personnel resources. At Essentral, we understand your need to adapt rapidly to maintain industry competitiveness, accept new technologies and transform your business while still maintaining focus on your core values and beliefs.



Essentral is an Australian based IT management, database services and consulting company established in 1998. We are committed to supplying highly skilled, experienced professionals with industry experience. Our people are specialists in campaign and marketing databases for the Financial and Telecommunications sectors.

The Essentral team have substantial in-depth knowledge of working with database marketing for Financial Services, Retail and Telecommunication industries. Our expertise is in statistical modelling, programming and data mining with extensive experience working for large and small organisations.

IT’S ALL ABOUT ADDING VALUE

At Essentral we understand that our clients need to maximise their IT investment while focussing on their core businesses. We do this by supplying the knowledge and resources in;

- Design, implementation and management of reliable mission critical applications
- CRM system development, channel integration and automation
- Campaign planning, design, implementation and analysis
- Customer segmentation, profiling and modelling
- Data processing, manipulation and evaluation

VISION

Our vision is to be recognised as *“An Australasian leader in the placement of professional staff and consultants within Marketing Analytics sector, who supplies clients with the best value solutions fitting within their existing structure and culture”*

To achieve this vision we:

- recruit, develop and engage the best and brightest resources for our clients
- provide depth and breadth of skill sets
- Improve system and employee performance at every level
- maintain commitment to staff development, nurture and retain the ‘right’ people and further enhance their skill-set
- keep abreast of technology of all current marketing, database and analytical trends
- Deliver IP transfer, ensuring you always maintain ultimate control
- Flexible and responsive to client needs

“RAPID BUSINESS AND TECHNOLOGY CHANGES OFTEN CREATE MORE STAFF REQUIREMENTS THAN AN IT DEPARTMENT CAN USUALLY SUPPORT.”

FLEXIBLE & ON DEMAND

At Essentral we address your needs with flexible consultant staffing which can be rapidly deployed and expanded on demand freeing your team to focus your core business.



Finding suitable resources to handle projects can quickly become time-consuming and unnecessarily difficult. Essentral can minimize the time and expense required to find the right people for the job, allowing your staff to remain focussed on their core business.

We use skilled consultants on a project-oriented basis. This allows you to increase or reduce the resource pool as requirements dictate, providing greater agility and increased cost awareness.

“Essentral provides the resources necessary for quick and successful project implementations.”

Our aim is to provide the best consultants and applications experts in the field, and to provide swift and efficient progress through all phases of project development.

OUR PEOPLE

In the wide ranging field of database services consulting, Essentral provides both depth and breadth of expertise. Our consultants are drawn from both industry and academia, and are considered IT and business professionals. Our teams are strongly committed to the company's core values of integrity, innovation, vision, and dedication to client satisfaction.

EXPERTISE

- Data integration from multiple sources
- Data cleansing and preparation
- Customer profiling and segmentation
- Campaign tracking and measurement
- CRM strategy consulting
- Closed loop response tracking
- List generation, customer segmentation, customer profiling
- Campaign planning and measurement
- Ad hoc reporting
- Data modelling
- Information manipulation

“CREATING MEANINGFUL AND MEASURABLE METRICS ARE ONE OF THE MOST CHALLENGING BUT MOST BENEFICIAL THINGS A COMPANY CAN DO.”

RECOGNISING THE ISSUES

CRM systems are often developed, amended and upgraded over a period of years by numerous staff, consultants and external companies. They are effectively a piecemeal construction, with no cohesive strategy behind their design.



This often leads management to ask the following questions:

Question:

Should we try to focus on CRM in its entirety?

Answer:

The most effective and economical way to improve the company's use of CRM is to systematically identify the highest value processes for both the company and the customer, and focus on their optimization. This of course must be approached with consideration for current and future aspects of the company's technological and business strategies.

Question:

Are the campaigns working, and are they providing value for money?

Answer:

Having well defined CRM metrics and well defined and automated CRM processes are critical to achieving CRM maturity. Many companies overlook or simply do not understand the importance of measuring feedback from marketing campaigns. At Essentral we view this process as being cyclical, in that what is learnt from one campaign should be used to evolve subsequent campaigns.

THE TRUE COSTS OF OUTSOURCING

Not all factors are easy to assess when outsourcing. For example how do you measure staff morale, passion and pride? This "Human Element" is often overlooked, although can cause serious problems within a very short period of time. Overall drops in staff morale and productivity are seen to occur when any rumour of outsourcing spreads throughout a company.

Rather than complete outsourcing here at Essentral we believe in integration of our consultants with existing core staff. This diminishes the effects on morale, while allowing the company to maintain a grip on its intellectual property and its most valuable staff.

CONTACT US

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