

# Opinion: European Learning

At SERVICE INNOVATION GROUP we keep a careful monitor of all of the European markets in which we operate. For the past 5 to 10 years the UK economy has been the strongest economy in Europe with high growth and low unemployment. Field marketing in the UK has also grown through that period. Now that the UK economy is not growing at such a high speed, field marketing in the UK has to react to that pressure. It will have to learn some hard lessons if it is to continue justifying client budgets.

The hard lessons have already been learned in many European markets, and the UK will need to benefit from some learning in order to keep delivering more results whilst budgets are squeezed.

For some time, across Europe, client focus has been on quick short-term results, increased sales and increased ROI margins. We are working with clients to allow short term successes whilst enabling long term strategies.

In the Telecoms sector for example we have seen famous brands have rapidly reduced headcount costs in order to deliver short term gain. Likewise, with any outsourced sales and marketing team the majority of the expense is the human resource, and with that resource there is more or less the same competitive situation. By this I mean that most agencies face the same wages cost per field representative.

So the task we face is to work out the best way to manage that efficiently, using innovation to keep the organisation's cost of processing employment low and to help steer a very lean central office. Economies of scale have a big part to play in this competitive landscape. Using scale you can multiple out the benefits of:

- Organised workflow
- Support technology
- Acceptable overhead structure

The last element of these three, keeping an acceptable overhead structure, is the part which is currently very challenging. But when these key elements are managed very well in an organisation such as ours, we are able to be highly competitive.

*SERVICE INNOVATION GROUP delivers process optimising solutions for sales and retail and is offering its services in all European core markets. At present more than 150 brands European wide are using SERVICE INNOVATION GROUP as their service partner.*



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