



Client case study: TMI

Background

TMI is a Greece based company, that operates as a network to franchise training companies on a global scale. Company representatives meet every six months to share “Know How”. Although they are a close knit organisation, business information is not shared freely and useful contacts are often coveted. Mundial Consulting was employed in 2006 to deliver a project that would open up this information from within and tackle the problem.

Intervention delivered

Mundial Consulting developed the International Client Partnership (ICP) database to collate and publish international account information. This documented TMI’s contacts, sales knowledge and client feedback, to promote cross border projects and encourage key developing countries to approach opportunities with the support of assured client knowledge and testimony.

An initial pilot with five partner countries, including structured feedback, formed the basis for implementing an effective project. Mundial Consulting did the following to develop the ICP database:

- Analysed and grouped relevant client information
- Created user-friendly database interface
- Obtained client testimony, produced case studies and collated report based on completed evaluations

Results achieved

The database was delivered on time and within budget, with the completion of 16 case studies and 11 evaluations.

By publishing the ICP database on the TMI world portal in the future, member countries will be able to access and update the information remotely.

www.tmi.co.uk