

Background

Mexperience is an online marketing company dedicated to promoting Mexico for travel and lifestyle. Through its online services and database, it provides independent and impartial advice to people who want to travel, retire, live and invest in real estate in Mexico. The company has over 20,000 registered members and its membership growth rate increased by over 200% per annum in 2007.

As the company expanded, the resources required to sustain the growth had become stretched and Mexperience was in danger of creating a demand that could not be fulfilled. Whilst its direction as being the number one promoter of Mexico to the United States and Europe was clear, its sales and marketing strategy would need to change in order to reflect the demand it was creating.

A change to its online strategy was considered however in order to prove this, a clear process map was required which plotted the interaction between key stakeholders, its revenue activities and its customer based. Mundial was approached to provide these process maps.

Intervention delivered

Mundial Consulting began working to review the current direction of the organisation and its 3 year business plan. This work was conducted as a series of open workshops with the stakeholders to understand how this was being implemented. This allowed for a gap analysis to be produced upon which Mundial Consulting was able to work.

Following the workshops individual meetings were held with stakeholders to map out the processes of acquiring customers and fulfilling requests. Specific emphasis was given to revenue creation and value per customer. This was not only measured in terms of monetary value but also the information available and the media which served as the initial hook to visit the website.

As a result of the interviews, process maps were produced which linked the processes of the company to the client interaction. A gap analysis was then produced which then allowed Mexperience to see the potential for overlap or missed opportunities. This information was then fed back over a number of sessions to work through the findings and understand how this might affect its current strategy

Results achieved

Mexperience has now moved its strategy away from selling directly individuals and companies as its primary revenue stream and has now formed partnerships and alliances who are able to fulfil the needs of its clients. This has meant that the core business of Mexperience which is to promote Mexico through the quality of information it provides has been improved and clients are now able to book travel based on this information.

Alliances with other providers through its subscription service and monthly communication "Vista" have allowed for users to be sent information based on their travel preferences as opposed to selling information to online marketing companies. This in itself has protected the customer experience.

Of Mundial Consulting's intervention Matthew Harrup, Founding Director said:

"The experience and structure Mundial brought to the table at our workshops provided us with means to establish a clear direction for our commercial strategy. Mexperience is on track to expand its customer numbers and reach its commercial objectives."