

CONVEYING THE DIFFERENTIATING BUSINESS VALUE OF A COMPLEX FINTECH SOLUTION TO BOOST SALES AND MARKETING PERFORMANCE



Company: Everview
(Formerly OSG Connect)



Industry: Fintech.



Business Model: EverView is a global provider of billing and payment solutions, helping their customers accelerate a shift from paper to digital billing and payments, helping companies to reduce costs, accelerate payments and unlock new business opportunities.

<https://everview.io/>

EXECUTIVE SUMMARY

EverView (Formerly OSG Connect) was launching their rebranded company and repositioned solution set to market, and wanted to pivot from a product-led to a value centric approach in order to assure success. This case study highlights how an inspired value storytelling approach helped to communicate and quantify differentiating value to frugal prospects, elevate engagements and drive sales and marketing success for the rebranding and relaunch.

CHALLENGE

Everview needed to launch their re-branded company and product line. As part of the initiative, the sales executives, product marketing and sales enablement teams wanted to:

1

Refine the ideal customer partner profiling to be more targeted and elevated

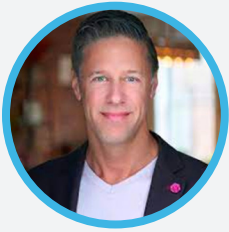
2

Evolving from a product-led customer outreach and engagements to a more outcome and value-centric approach

3

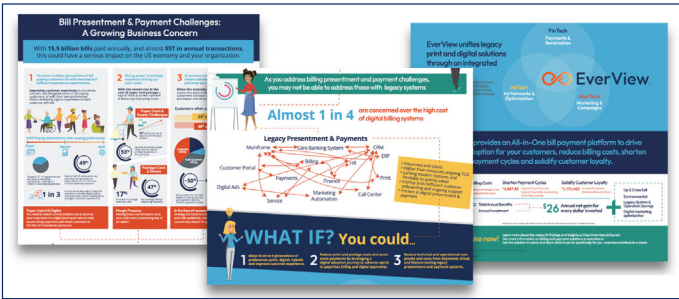
Standardize and codify the value messaging and content, so that the messaging was consistent from the first outreach through sales presentations and proposals.





As part of our relaunch we needed to quickly refine our positioning and clearly articulate our differentiating value. Genius Drive collaborated with our team to dramatically simplify and clarify our Persona value proposition and messaging, helping enable marketing and sales for better connections, engagements and revenue opportunities.

– **KEN POWELL**,
CHIEF COMMERCIAL OFFICER (FORMER), EVERVIEW



IMPLEMENTATION PROCESS

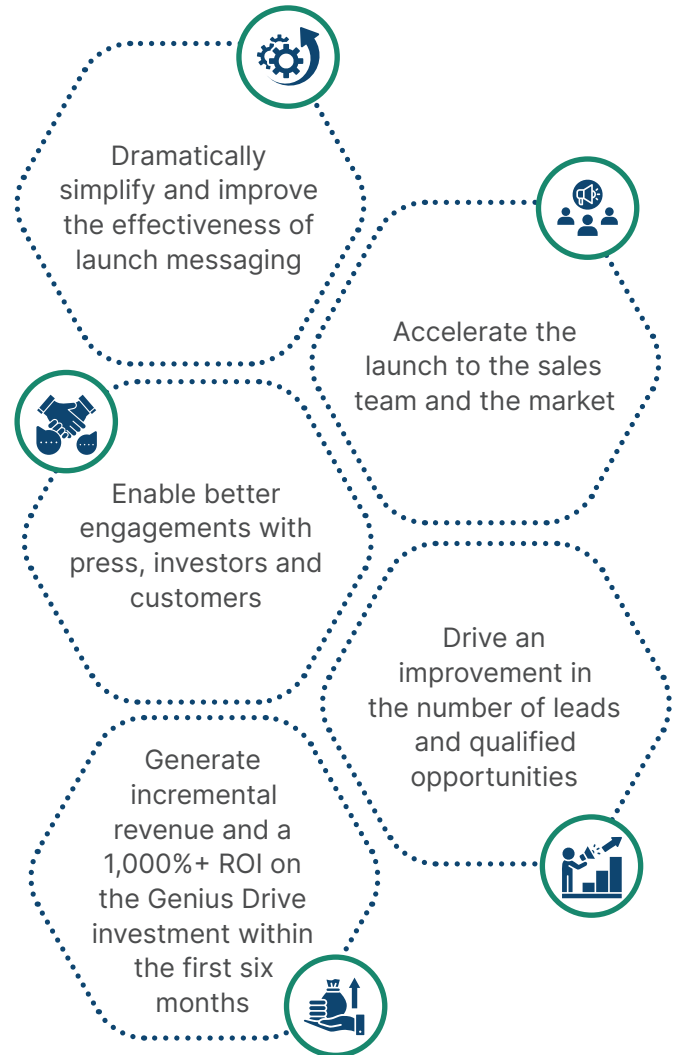
Genius Drive collaborated with the Everview team to create a new value strategy, ideal customer positioning, messaging and enablement content.

Genius Drive:

- ✓ Played a pivotal role in articulating the company's new identity and platform launch
- ✓ Leveraged the proprietary PIVOT method to develop compelling value storytelling for the new platform and identity
- ✓ Codified this into a value storytelling framework, to drive value marketing and selling effectiveness and consistency throughout the buyer's journey and customer lifecycle
- ✓ Helped embody the messaging into new marketing and sales enablement content including a new Point of Value (PoV) presentation and value infographic

RESULTS AND BENEFITS

Leveraging Genius Drive, the Everview team was able to:



DETERMINE FOR YOURSELF HOW A VALUE-CENTRIC APPROACH CAN REVOLUTIONIZE YOUR BUSINESS STRATEGIES AND OUTCOMES.

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