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Clarasys joins forces with marketing operations experts Sojourn Solutions Marketing Operations expert, Sojourn Solutions, has become the latest member of Clarasys's Lead to Cash (L2C) partner ecosystem.

The ecosystem brings together like-minded firms and best-in-class technologies across marketing, sales, ordering, fulfillment, service, and billing. Unlike one single, multi-faceted organisation, this partnership offers deep expertise from each specialist organisation involved.

Together, Clarasys and Sojourn Solutions will provide huge benefits for their customers by collaboratively driving marketing and sales effectiveness, increasing conversion through better utilisation of data in sales teams, enabling cost-effective integration across L2C platforms, and improving the end-to-end experience.

Sojourn works with its customers to rapidly implement innovative marketing technologies focused on streamlining and enhancing campaign and lead management, expanding marketing influence on revenue, driving business into pipelines, boosting bottom lines, and future-proofing businesses. The outcomes are self-evident - a global entity saw a 76% rise in event participation, another experienced a triple increase in time and cost efficiency, and another client witnessed a 30% boost in the effectiveness of Google ads. These are only a few examples of the transformative impact Sojourn has had on businesses, ensuring they secure a robust and future-proof position in their respective markets.

Clarasys and Sojourn have worked together on a variety of L2C projects. During these collaborations, the firms discovered they had many things in common. Sojourn and Clarasys have similar growth mindsets and results-driven approaches. Both companies are technology agnostic and prioritise finding the best solutions for their customers. This ensures a comprehensive and successful experience for their clients.

Tom Carpenter, Principal Consultant at Clarasys, added: "Through our strategic alliance and collaborative efforts, we combine domain expertise, particularly in marketing, with our deep understanding of the end-to-end customer lifecycle. This synergy elevates our customers' marketing initiatives and boosts revenue-generating capabilities. It underscores our commitment to delivering enhanced value and comprehensive solutions in the ever-evolving landscape of marketing and sales."

Rebecca Le Grange, Managing Partner at Sojourn Solutions, added: "We are thrilled to join forces with Clarasys to offer our customers a comprehensive suite of services that seamlessly integrates marketing operations and customer experience consulting. This partnership reflects our commitment to providing innovative solutions that drive tangible business outcomes. We have found working with Clarasys is easy; they are exceptional consultants and are always customer-centric. Formalising our work together through this partnership is a logical step."

Clarasys is an expert in designing and transforming an organisation's L2C capabilities to enhance customer experiences and increase customer acquisition, retention, and loyalty. We partner with the best providers in the market to provide deep capability advice and implement industry best practices.

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NOTES TO EDITORS

For further information or an interview with Tom Carpenter, please contact Kelly Russ at kelly.russ@clarasys.com

About Clarasys

Clarasys is a fresh and exciting consultancy with over 200 consultants working across a range of industries including, media and information services, public sector, healthcare, not-for-profit, professional services, financial services. We are a dynamic and refreshingly pragmatic customer-focused consultancy solving our clients' customer pains at the pace their businesses demand.

Everything we do at Clarasys is focused on creating engaging, smart-working and connected experiences that increase efficiency and dependability, loyalty and reward. We innovate and improve end to end experiences in workplaces to help employees achieve more. Experiences that bring businesses together, enabling them to collaborate and expand. Experiences that successfully serve customers, helping brands' reputations grow. And experiences in government services that help citizens live well.

www.clarasys.com

About Sojourn Solutions

Sojourn Solutions helps marketing leaders challenged by the need to have a bigger impact on revenue. Sojourn Solutions' team of experienced consultants create impactful strategies, optimise marketing operations, simplify marketing technology and execute on day-to-day campaigns. Sojourn Solutions has assisted global marketing leaders in exceeding their goals, and proving the value of marketing within the business. To learn more about Solutions Solutions, visit sojournsolutions.com.

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