

# A COMMON LANGUAGE FOR SUSTAINED SUCCESS

Founded in 1990, British company QAS has achieved remarkable success, growing to be a world leader in address management and data accuracy solutions. And since 2004, we've been playing an increasingly important role in helping to maintain that rapid growth, as Managing Director Stuart Johnston explains:

**“O**ur UK sales operation is very complex and diverse. Our biggest customer spends £2m p.a, our smallest just £200. To accommodate that breadth, we needed a consistent approach; a common language, if you like. We were looking for a platform that is scalable to accommodate continued growth.”

And thanks to our map and tools based approach, that's precisely what we've been able to deliver. Last year, in tough trading conditions, QAS saw sales increase by 20%. Our part in that? "It's hard to measure accurately," says Stuart, "but I don't need to know exactly. What I do know is that Gazing have had a significant impact on our performance, which is why we've extended their contract!"

But that's not the only evidence that the company values our contribution. As with many of our clients, our role within the business has continued to broaden. In Stuart Johnston's words: "We've built the Gazing methodology into our CRM system, which is the lifeblood of our sales organisation - it's totally embedded. And now we've applied the same consistent approach across sales management, marketing, and strategy development. We've found that Gazing maps help people understand. When you walk around the building, you see them on the wall, on mouse-mats, on people's desks."

A final comment from Stuart on why our methods have become so integral to the way QAS does business? **"I'll give you an analogy. You don't get fit by going to the gym once. But, in effect, that's what conventional training companies promise you. With Gazing, it's not about one particular session: it's about adopting a methodology over time - the delivery, the follow-up, and then continually going back and testing that it's working as well as possible."**



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case study