

Launching People First: MHR

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The requirement

Launching MHR's flagship product, people first HR & payroll platform

Under the tagline 'Easier meets better', OneGTM helped MHR launch a new flagship product – People First HR & payroll platform – enabling it to address new markets with a disruptive offering reflecting the way the world of work is changing.

Some background on MHR

MHR is a UK-based, privately-owned HR & payroll provider, with a 35-year track record of innovation. Their success has been largely built on their market-leading product, iTrent, which has been hugely popular with large public sector and enterprise organisations with complex needs.



More of the requirement

People First - an innovative HR platform, built on cutting edge technology - was developed to enable the workforce transformation to be more mobile, collaborative and employee-centric, and in so doing accelerate MHR's growth.

A limited version of the product was previously available, however a new version was being launched in 2021 with significantly expanded functionality, including a Payroll module. A successful launch was critical, however, a number of challenges needed to be overcome:

- MHR had great experience in the public sector with iTrent, but no proven model for how to successfully launch a product into the private sector, particularly into the SMB market
- iTrent's success had relied heavily on selling to payroll professionals and responding to RFPs, however MHR wanted to position People First as a transformational HR solution. This meant reaching different buyer personas, at earlier points in their buying journey and challenging their perceptions of what to look for in an HR & payroll product
- Most existing brand equity was in the iTrent product name and there was low market awareness of either MHR or People First
- iTrent had been the bedrock of MHR's success and consequently there was a lack of focus internally on People First
- There was a lack of clarity and alignment about the People First proposition and how it should be positioned in the market

The objectives

We agreed four primary objectives for the People First GTM plan:

- Position MHR as a Leader in the Human Capital Management space and increase brand equity
- Raise awareness of the People First offering within the target market
- Create excitement internally around People First, increasing buy-in throughout MHR
- Build an effective demand generation model that would drive a significant increase in customers and revenues



Our solution

To maximise ROI, it was vital we focused on segments where the People First proposition was most likely to resonate. Based on initial market research we developed a needs-based segmentation model and identified two primary segments to focus on:

- HR Streamliners - looking to streamline HR processes to drive greater efficiency and productivity
- Connectivity enhancers – needing to improve connectivity across a dispersed workforce, in order to improve alignment, resilience and productivity

Within these broad segments we identified organisations with a high proportion of remote, mobile workers as particularly good targets for People First.

Due to the transformational nature of the product, it was clear we needed to engage a broader group of buyer personas than traditionally sold to, including the likes of CEO, COO and Head of Employee Engagement.

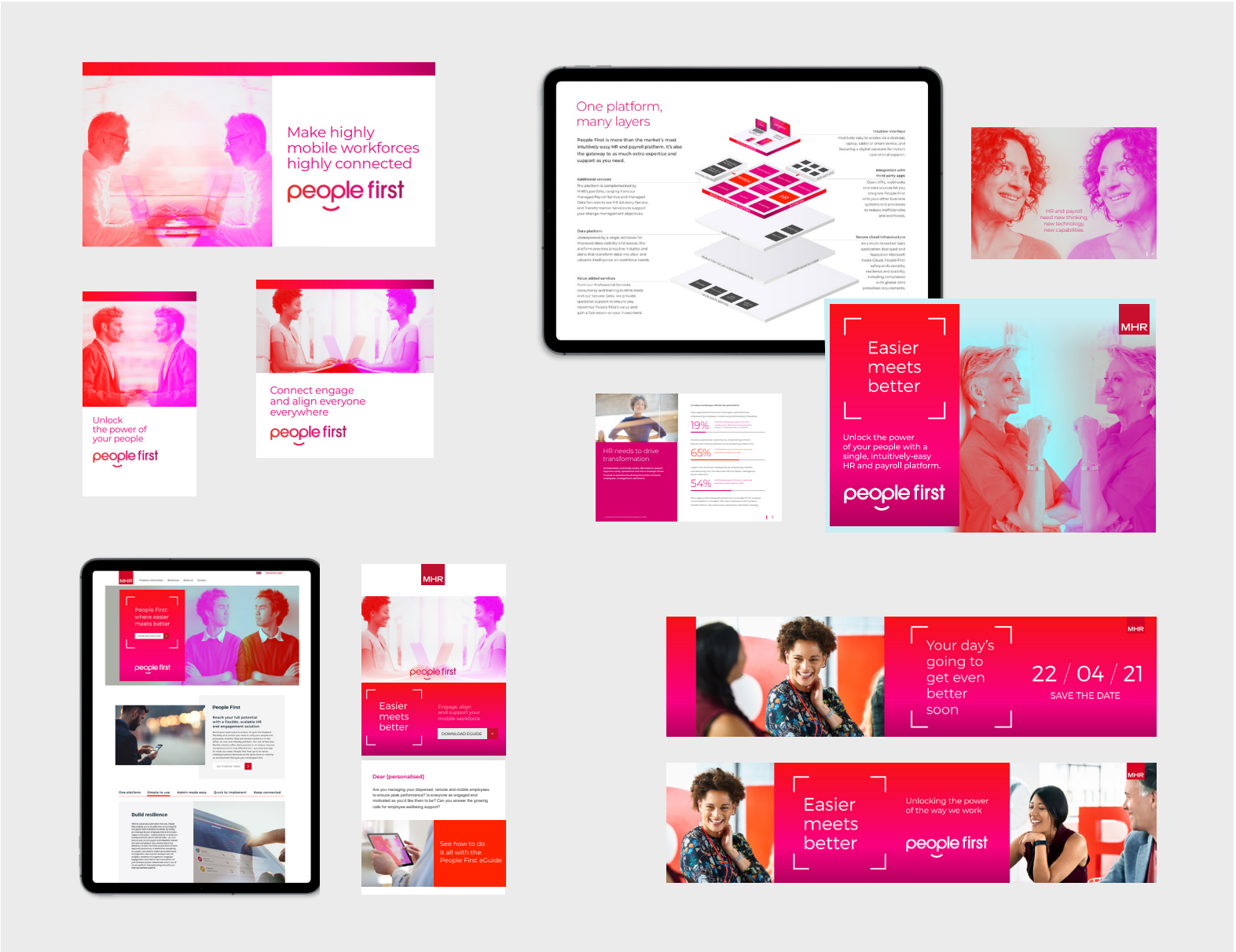
To ensure we addressed the broad-ranging objectives, and built strong alignment and buy-in across MHR, we approached the project in a phased way:

- An initial phase of customer, competitor and market research and stakeholder interviews fed into a series of strategic planning workshops, involving the MHR leadership team
- The detailed GTM plan was structured around 8 interdependent workstreams, each of which had clear objectives, owners, deliverables and timelines

What we did

To position MHR as a leader in the Human Capital Management space, we commissioned research into the links between workforce resilience, business performance and HR technology. The research report was launched at the Festival of Work, and complemented by other activities such as webinars and an ongoing content programme including eGuide and articles.

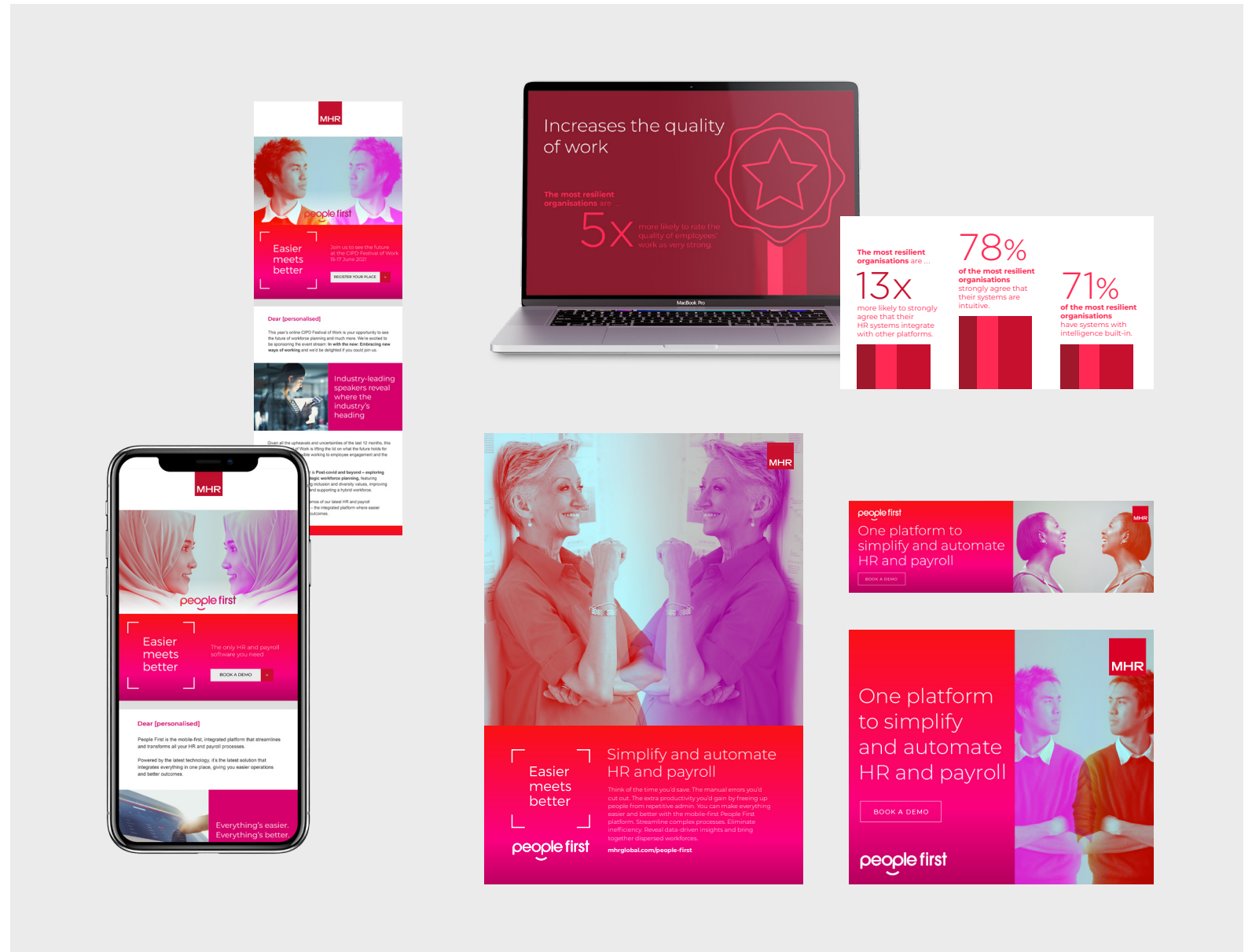
To raise awareness of the People First offering, the product was launched to the market through a concentrated programme of PR, social media, advertising and outbound email communications. The launch was also supported with a film and a range of product assets.



What we did

To create excitement internally around People First, a programme of activities ran in advance of the external launch, including videos, in-office advertising and a launch event.

Finally, to build an effective demand generation model, our GTM plan included several elements such as an extensive sales toolkit and an in-depth sales training programme. In addition to this, we ran a targeted demand generation campaign focused on business with a high proportion of mobile workers, including a mix of content-led social and digital tactics and targeted outbound and PR activity. Insight-led content (including an eGuide, video and blogs) were then used to capture interest, which, paired with follow-up activities including a webinar, effectively converted engagement into pipeline.



Our results

A successful outcome

In the first 6 weeks after launch the campaign has: increased awareness, with press coverage in 8 publications with reach of 147,000+, as well as 962,000 ad impressions resulting in over 4,100 click throughs.

- Our campaign also built engagement, with an over 100% increase in website visitors in the first month, as well as 231 asset downloads
- We generated significant pipeline, including 190 leads from social media and 23 inbound sales enquiries

What our client said...



Successfully relaunching People First was a vital part of MHR's growth strategy. The results so far have been very positive. OneGTM's approach allowed us to address multiple objectives – including internal education, thought leadership, demand generation and sales enablement – in an integrated way, enabling us to achieve a huge amount in a short space of time. The launch has generated excitement and enthusiasm internally and we're already seeing a significant uplift in customer interest and pipeline.

Anton Roe,
CEO, MHR

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Let's talk

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