

Alliance
SALES SUPPORT

ALLIANCE CASE STUDY: CRU GROUP



ALLIANCE DRIVES £4.85 ROI
SUPPORTING THE DIGITAL
TRANSFORMATION OF A RECENTLY
ACQUIRED SUBSCRIPTION
BUSINESS FOR CRU COMMUNITIES

2025

in partnership with CRU Communities (part of CRU Group)
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EXECUTIVE SUMMARY

Following CRU Communities' acquisition of BCInsight's three magazine titles, CRU identified an opportunity to modernise subscription operations and move from a print-only cadence to a digital-first model. The legacy subscription database had limited accessibility, which constrained reporting and made it difficult to establish consistent performance indicators.

Alliance worked alongside the CRU team—embedding a specialist resource—to support the transition to an automated digital subscription platform, helping CRU build a more scalable model and achieve an overall campaign ROI of £4.85 for the BCInsight magazine + digital offering.

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ABOUT THE CLIENT

CRU Communities sits within CRU, a global commodities intelligence provider established in 1969, known for its market analysis, price assessment methodologies and consulting support across mining, metals and fertilizer value chains. CRU Communities focuses on building engaged sector networks through publications, subscriptions, webinars, training and events.

As part of this portfolio, CRU Communities manages the BCInsight publication brands—Fertilizer International, Sulphur, and Nitrogen+Syngas—providing customers with subscription options and related commercial opportunities such as advertising and event participation.

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THE CHALLENGE: NAVIGATING COMPLEXITY AND CHANGE

CRU's subscription renewal process needed support. The core challenges were threefold:

- 1. Inconsistent Legacy Data:** Pricing was inconsistent. Different clients had different rates in various currencies (£, \$, €) and subscription terms, often based on ad-hoc arrangements. They needed a standardised system, to make renewals and financial forecasting more efficient and turnkey.
- 2. Launching a New Platform:** CRU was set to launch a new, sophisticated subscription platform to deliver enhanced value. This required migrating all existing customers, introducing a new invoicing process, and handling a significant price increase on some titles offered—a delicate transition that needed to be executed flawlessly and in a time sensitive manner.
- 3. Challenges with Trust and Resources:** The internal resources and processes managing the old system faced limitations in handling the complexities of the new platform rollout. CRU required a dependable, expert partner to take full ownership of the transition, including customer onboarding, technical support, and payment follow-ups.

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THE SOLUTION: AN INTEGRATED PARTNERSHIP MODEL

Alliance provided more than just outsourced support; we became an extension of the CRU team. Our representative was embedded into CRU's operations, becoming the central figure in their subscription transformation.

Our multi-faceted solution included:

- **Joint Responsibility of the New Platform:** Our representative had joint responsibility for managing the new subscription platform but took full ownership of migrating existing users, handling customer support, and providing demos to ensure smooth adoption of the new system and its processes.
- **Strategic Renewal and Retention Management:** We implemented a proactive renewal strategy, contacting clients a month ahead of their renewal date. The Alliance representative expertly navigated conversations around the price increase, articulating the enhanced value of the new platform, which included adding up to nine users per account.
- **Streamlined Financial Processes:** Alliance assisted in the new invoice process, which ran directly from the new subscription platform, moving all subscriptions to a single currency (USD) and implementing rigorous payment-chasing protocols. This eliminated legacy inconsistencies and ensured working toward no outstanding debt and delivering a start-to-end customer experience.
- **Building Internal and External Trust:** Our representative established strong relationships with CRU Communities' leadership and technical teams, including the platform builders. For customers, she became the go-to point of contact.

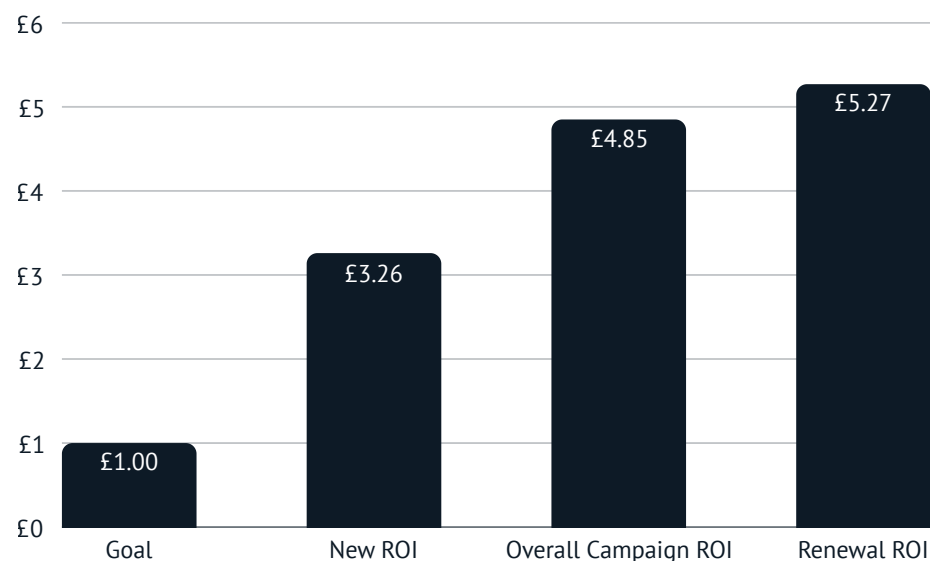
THE RESULTS: EXCEPTIONAL ROI AND SEAMLESS OPERATIONS

The partnership delivered quantifiable success and operational excellence, far exceeding initial expectations. Alliance was tasked with delivering a minimum ROI of 1, and we exceeded it by a significant margin.

Key results include:

- **Exceptional Financial Returns:**
 - **£5.27 Renewal ROI** on existing client subscriptions.
 - **£3.26 New ROI** on lapsed clients brought back as new subscribers.
 - **£4.85 Overall Campaign ROI**, demonstrating comprehensive success.

ROI



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THE RESULTS: EXCEPTIONAL ROI AND SEAMLESS OPERATIONS

- **Operational Efficiency:** The proactive renewal process led to subscriptions being confirmed and invoiced ahead of their renewal dates.
- **Successful Platform Adoption:** All existing clients were successfully migrated to the new platform, with clear communication and support that minimised friction and built customer confidence.
- **Financial Stability:** Rigorous payment management resulted in minimised outstanding subscription debt, securing CRU & BCInsight's subscription revenue stream.



CLIENT TESTIMONIALS:

“ *I wish to thank you for your hard work supporting the BCI launch and onboarding. I appreciate your support, speed, accuracy and prompt updates. Jenny does such amazing work taking clients through the process, I can already see people subscribing in Piano. Thanks to her cooperation we managed to resolve a few teething issues within hours today, she saved me a lot of time and effort on managing this phase already. It's an absolute pleasure working with a sales team like this.* **”**

TIMEA OLÁH, Senior Technical Delivery Manager

- responsible for building the new subscription platform and back-office system

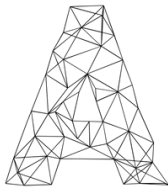
“ *Outsourcing and embedding subscription renewals to Alliance has enabled my team to step away from day-to-day administration and focus our time where it makes the biggest difference: shaping the subscription strategy, improving the customer proposition, and driving sustainable growth across the portfolio. Having Alliance also support telemarketing for conference delegates has added further value, because they aren't just operating behind the scenes—they're a consistent, customer-facing touchpoint for the community. That continuity has helped reinforce a positive service experience across both subscriptions and events, while giving us more capacity internally to prioritise insight-led development and new opportunities. Thanks to Jenny and the Alliance team for their great contribution.* **”**

NICOLA COSLETT, Chief Executive Officer - CRU Communities

ALLIANCE AND CRU GROUP

A TRUE PARTNERSHIP DELIVERING
TANGIBLE GROWTH

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