

## Prima Solutions telemarketing case study

### Campaign background

As part of their marketing communications plans, Prima Solutions developed an email campaign to promote their services, based on their work with a well-known client.

The main objectives for the campaign, in order of importance were:

- Obtain sales appointments with decision makers.
- Fill the sales pipeline for future marketing activity.

Prima Solutions understood that email marketing alone would not produce the level of response required to meet these objectives and decided to integrate telemarketing with the email; to create a direct 'call-to-action' from decision makers.

### Campaign activity

Three working days of telemarketing activity were completed as a follow-up of the email. At the end of the telemarketing campaign...

- 3% of the database was identified as having data errors, or not being a suitable prospect.
- 29% of the prospect data was cleansed, to confirm contact details and if they matched the campaign's target audience profile.
- Decision maker contact was made with 28% of the prospect data.

All these results fall within acceptable parameters of telemarketing results, given the timescale for calling. A longer telemarketing campaign would have achieved more decision maker contacts and allowed for further data cleansing.

### Who are...

#### **B2B CM**

Providing data driven telemarketing services for business across the UK, and beyond.

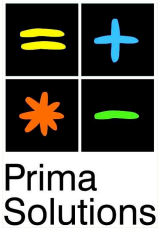
We deliver our client's objectives through the integration of telemarketing with other marketing activity.

#### **Prima Solutions**

Formed in 1991, Prima Solutions is one of the UK's leading suppliers of complete multi-channel IT solutions for the clothing, footwear and accessories sector

For more information on how to reach your marketing objectives through the integration of telemarketing with other activity, call B2B CM on **0845 345 0545**.

Appointment setting, Lead generation, Data analysis,  
Data cleansing, List building, Mystery shopping



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### Results

Looking at confirmed decision maker contacts, B2B CM achieved...

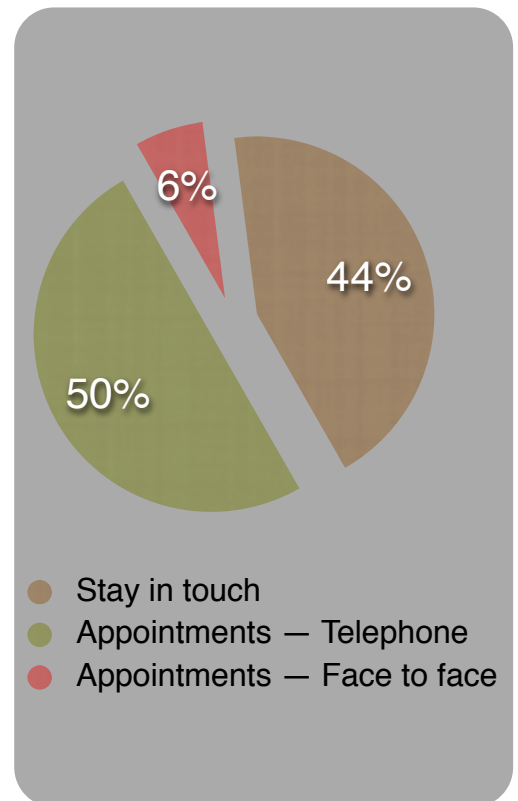
- 9% conversion for decision maker appointments.
- 7% conversion for permission to stay in touch

These results are above industry averages, and reflect both the strength the Prima Solutions offering and the conversion skills of B2B CM's telemarketing team.

As the chart on the right shows, 56% of positive decision maker conversations finished with an agreed appointment, either telephone or face to face.

### Conclusions

The telemarketing campaign proved a valuable addition to Prima Solutions email activity, creating additional calls-to-action, delivering on campaign objectives, and demonstrating the value of integrated marketing across multiple platforms.



“ We'd researched a number of different telemarketing organisations, but B2B CM best met our objectives and budgetary requirements.

We're really happy with the results and can't fault the service given by our Account Manager, who happily went the extra mile to provide a fantastic service.

What's more, the call centre team did a great job of quickly getting to grips with our products and services and provided us with 9 leads in just 3 days! ”

**Hannah Wellings, Marketing Co-Ordinator.  
Prima Solutions.**

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