

Case Study: Objective IT

Understanding our clients target market and delivering results

Overview

Your Telemarketing were contacted by Objective IT, a software development and data analytics company located in Essex, following a meeting at an IoD event. Established in 1987, Objective IT have developed successful bespoke software solutions which help hundreds of companies to streamline their business processes, improve operations and provide insights into their data. They were looking for a business development team who would work closely with them to engage with prospects and promote the considerable software development and data analytics services they had to offer. They were keen to work a firm that would understand and support them with their current marketing activities and to evolve campaigns alongside their own development team.

Our Solution

Your Telemarketing held an initial consultation to understand their current marketing activities, their current clients and their ideal target market. We helped to source suitable databases and provided tactical advice around a telemarketing approach. Liaising closely with internal teams who deliver social and digital campaigns means that telephone follow-ups are more effective. The cohesive strategy enables the development of quality, high value prospects. The Your Telemarketing team is also responsible for managing requests for additional information and booking telephone appointments directly into specific diaries.

Results

Your Telemarketing and Objective IT have now been working together since June 2018. We have booked appointments with businesses who are eager to benefit from their software development and data analytics skills. Success in this campaign is attributed to continued, regular communication to ensure Objective IT are happy with our progress and to continue to evolve the campaign as needed.

 objective

Key Benefits

- Experienced sales team
- Adaptable activity
- Re-engage with clients
- Focus on your core activity
- We maintain your brand
- Have a larger team
- Increase your client base
- Flexible to meet your needs



The reports we receive have been a huge help, they contain lots of example conversations of the good and the not so good. The honest and transparent reporting of conversations/ leads has helped us to adapt our approach and strive for a more successful campaign.

Lara Fox, Managing Director.
Objective IT