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Artemis International Overview

Artemis International provides investment planning and control solutions that enable organisations to execute strategies through effective portfolio and project management.

The solutions address all the investment planning and control needs including IT management, new product development, program management, strategic asset optimisation, and detailed project and resource management.

With 600,000 users worldwide and a global network covering 44 countries, Artemis has helped companies to improve their business performance through better alignment of strategy, investment planning and project execution.

The Campaign

Artemis had been using an external telemarketing agency for 15 years to generate sales leads. However, Rob Legge, Managing Director wanted to review the process and effectiveness of the agency, as they had never been really measured. He still wanted to use an external resource to work alongside his sales team, targeting the Government, New Product Development and IT markets.

He needed an agency that could talk to senior level contracts as well as to present the key messages. He also wanted to make sure that Artemis measured the effectiveness of the campaigns.

Artemis met with three other agencies – all of which were willing to book meetings, but were not willing to ask further questions to qualify them. Legge wanted all booked meetings to be fully qualified to maximise the effectiveness of his sales teams.

“When I met with Fizz they were willing to ask these further questions and already had some questions that they could use, thus ensuring that we had fully qualified meetings” said Rob Legge, managing director. “Also Fizz were prepared to be measured and even offered a measurement criteria which was really impressive”.

What also impressed Artemis was that when it came to new target areas, Fizz would come in meet, with Legge and his team, and extract the necessary information, rather than waiting for Artemis to prepare a brief. This saved time as the team was already very busy and Fizz got the information they required.

Artemis provided the data and profiles and worked with Fizz on the relevant questions. The aim of campaign was to generate interest and win new clients and set five meetings a month. Using the supplied data, Fizz validated and updated it, provided new contacts and created an up to date prospective target customer list. Fizz also presented Artemis to new clients, educated and where possible identified the account structure, who the key executives were and what existing infrastructure they had, this included sending of the appropriate literature.

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The Results

The campaign began in January with Fizz working on average eight days per month. Since starting Fizz have made 57 qualified meetings, one of which generated revenue within four months and now there are several others in the pipeline.

“We are extremely happy with the results Fizz Biz have achieved, in fact we now have too many meetings!! Amanda and her team have exceeded the objective we set, plus all the meetings have been fully qualified – right people, right level” said Legge, “Its the first time we have been able to measure the effectiveness of telemarketing and our decision to continue has been the correct one. We are continuing to use Fizz for all future campaigns and would recommend them to anyone”.

