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DocumentGENie Company Overview

DocumentGENie, the producers of ProposalGENie, was formed and funded entirely by the principals, owners and directors of a highly successful organisation, growing the turnover in the last 4 years from £4 million to £24 million.

The company offers a web-based (ASP) automated proposal creation and generation solution that enables clients to quickly, easily and cost-effectively create and publish proposals in a personalised, consistent manner. The constituent parts of the proposal are held in a central database, with full version control, importing data from other sources, such as pictures, spreadsheets and then automated to create proposals in a matter of minutes (approximately 10) rather than hours.

The Campaign

DocumentGENie knew they had a good product and when it was presented to potential customers the response had been positive and they were keen to find out more. Being a fairly new company and having a small sales team they needed to create awareness and help their distributors increase sales and develop a healthy pipeline.

DocumentGENie realised that they needed to extend their reach and decided that telemarketing would be the most effective method. After getting recommendations from their distributors and contacts they knew, 7 potential telemarketing agencies had made the shortlist. After meeting all the agencies they decided to do a trial campaign with Fizz Biz.

Graeme Potter, sales director, said, “We needed a telemarketing company that was professional and could relay our offering and educate potential customers whilst securing appointments. After meeting Fizz Biz, I felt very confident that they would achieve results.”

The objective of the campaign was to set qualified appointments within the target sectors for the distributors. DocumentGENie were targeting managers within marketing, recruitment and computer companies and had purchased a database, but were not sure how good the quality of the data was.

Once Fizz had commenced calling it was clear that the data needed some updating. So wherever possible it was validated, cleaned and made up to date. Fizz also presented DocumentGENie to new customers, educating and sending out any relevant documentation with the aim of booking appointments. Five qualified leads within a ten days campaign was the initial target.

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The Results

From the data provided Fizz physically spoke or touched 171 companies over the campaign and secured 10 appointments with a further 11 leads to be followed up.

“We are very happy with the results gained by Fizz. The feedback from customers has been very positive – they felt that the calls were very professional and they understood what we did and wanted to know more.” said Potter, “Fizz is very professional and easy to work with. All documentation is clear and delivered on time. Our distributors are happy and I would have no hesitation in recommending Fizz to anyone.”

As a result of this trial campaign Fizz completed more calls and have secured a further 7 appointments. DocumentGENie plan to do further campaigns in the near future.

