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Moreover Technologies Company Overview

Moreover Technologies was founded in 1998 and acquired by Verisign in October 2005.

Verisign Inc. operates intelligent infrastructure services that enable and protect billions of interactions every day across the world's voice and data networks. Every day they process as many as 15 billion Internet interactions and facilitate over 100 million telephone queries. They also provide services that help over 3,000 global enterprises and 500,000 web sites to operate securely, reliably and efficiently. Verisign is a global enterprise with offices throughout Asia-Pacific, Europe and the Americas.

The Campaign

Moreover were already using telemarketing as they had an internal team, so understood the success that could come from this activity. So when extra budget was found, Moreover decided to put further emphasis on telemarketing and decided to use an external agency. They would target the agency on a specific target area and wanted an agency that they could trust to do this.

Mark Denn, sales director, EMEA, said "We needed a telemarketing agency that understood our business and our specific requirements. When I met with Amanda Fisackerly at Fizz, not only did I like what I heard, she was saying details that really rang true to me and she understood what I was looking for."

The campaign was to be for three months and Fizz were to target two specific areas; all companies outside of London who had more than 500 employees and the top 350 FTSE companies.

Moreover provided the database, but were not sure how up to date it was. Once Fizz began the campaign it became clear that the data did need to be updated to a great extent. Fizz validated, updated contacts, presented Moreover solutions and where necessary sent out the appropriate literature. The aim was to deliver an agreed target number of appointments that Fizz and Moreover had decided on for the campaign.

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The Results

Fizz's professional approach got the desired results. At the end of the three month campaign Fizz had spoken to over 500 senior management contacts, providing Moreover with an up to date database. The team at Fizz had reached the targets and had set 32 appointments in the target sectors. This has resulted in a substantial increase in the sales pipeline, with some of the business due to close in the near future.

"I was extremely happy with the results gained by Fizz. They provided an excellent service and I only have positive things to say about them." Denn added, "The information from Fizz was clear and concise and the whole team was very professional. I would recommend them to anyone and once budgets have been approved I will be using them again."

