

Fast facts**Client****Sector**

Information technology

ScaleQuartus Solutions
employs 20 people**Campaign objective**Identify key contacts in
target organisations and
develop new business
pipeline**Results**

- Six meetings arranged with target individuals
- Identified new customer contacts for marketing and sales database
- Verified the company's value propositions
- Improved understanding of customer base

"If just one of our six new business meetings results in a win, the telemarketing campaign will have easily paid for itself."

*Tim Jenkins, Sales Director,
Quartus Solutions*

Telemarketing campaign helps put new company and its services on the map

The Client

Quartus Solutions offers a range of services that help organisations with compliance, governance and risk management. Founded in 2005, the company specialises in assisting with Sarbanes-Oxley (SOX) compliance, and has developed a web application that helps simplify the risk management processes demanded by auditors.

The Business Driver

SOX is a very complex and specific piece of legislation introduced by the American government in the wake of the Enron scandal. Outside of the US, it impacts those companies that are listed with the Securities Exchange Commission (SEC).

As a result, Quartus has a highly defined and specialist market, as Tim Jenkins, Sales Director for Quartus Solutions, explains: "There is a finite number of UK companies listed with the SEC, and we wanted to make sure we had made contact with all 120, so we could assess the opportunity for new business and make sure they were aware of our solutions."

As a new business, Quartus not only wanted to make contact with its future customer base but also understand more about their challenges. From its experience in the US, Quartus suspected that many UK companies would be struggling to cope with the rigours of SOX and using resource-intensive manual processes to prove their compliance. "We wanted to ensure that we understood our customer pain points and that our services and solutions were aligned to these needs," adds Tim.

The Challenge

To achieve this goal, Quartus not only needed to not only contact its target audience – mainly finance directors and compliance managers – but also have an intelligent discussion with them about SOX. "We felt a telemarketing campaign would deliver the best results, and provide us with the insight we needed to win more business," says Tim.

With compliance being such a complex subject, Quartus needed to ensure that it partnered with a telemarketing company that could grasp the intricacy of the SOX legislation and hold high-level discussions with senior executives at blue-chip companies, such as banks, manufacturers, retailers, electronics companies and FTSE 500 corporates.



“Fizz was able to quickly understand and articulate the complexity of SOX compliance. We had complete confidence in their ability to talk to prospective customers on our behalf.”

*Tim Jenkins, Sales Director,
Quartus Solutions*

Campaign metrics

- 390 calls made over 10-day campaign
- 131 pitches made to target individuals
- 0.6 of an appointment achieved every day of the campaign
- Identified 12 prospective clients to follow-up

Interest areas

- Lead generation
- Market intelligence
- Telemarketing

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About Fizz.biz

Fizz specialises in new business development services, which includes generation of sales leads and appointments in commerce, particularly within the IT industry. We enable clients to increase sales pipelines and the effectiveness of their marketing activity.

“We looked at four different telemarketing providers, and were impressed with how quickly Fizz was able to comprehend and articulate the messages around SOX,” comments Tim. “Although we already had 30 existing clients, the telemarketing campaign was going to be critical for building our future customer base.”

The Campaign

Fizz kicked off the initial 10-day campaign for Quartus in December 2006. During this time it made nearly 400 calls and spoke to 131 individuals.

As well as making contacts aware of Quartus, Fizz also spent time sourcing valuable account and market intelligence data. As Amanda Fisackerly at Fizz explains: “We wanted to provide Quartus with as much background information as possible for future sales initiatives. We therefore also found out about current compliance processes, how IT procurement decisions are made, and client timescales for implementing any new solution.”

Fizz was also responsible for sending out follow-up literature to interested clients and collating individuals’ details for Quartus’ contacts database. As a result of the campaign, Quartus has been able to expand its existing database of prospective customers, which will be used to support business development initiatives, such as a compliance training course.

The Results

Most importantly, the campaign enabled Quartus to meet with six companies to discuss its services and solutions. As Tim explains, “The quality and number of meetings arranged by Fizz was excellent. If just one of these meetings results in a new win, then the campaign will have easily paid for itself.”

Fizz also identified 12 other specific prospects to follow-up in the coming months and helped Quartus improve its understanding of its target audience. “Thanks to Fizz’s work, we have access to accurate and quality market intelligence data that will help us shape both our sales efforts and service offerings,” comments Tim.

The Fizz Factor

Thanks to the success of the first campaign, Quartus has signed up Fizz for another 20-day project, which will involve contacting hundreds of UK-based subsidiaries of US companies. “Fizz got the message right first time and delivered excellent results,” adds Tim. “Its team was flexible, proactive and kept the communication channels open.”