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### **Satmetrix Systems Company Overview**

Satmetrix Systems is the next generation customer experience solution company. They enable leading companies to drive profitable growth from their customers' experience with a market-proven combination of software, service, and consulting.

Satmetrix Systems offers a rich suite of technology, methodology, services, and thought leadership to help companies understand what matters to their customers and how to focus on ensuring positive customer experience across all levels of their organisation.

### **The Campaign**

Satmetrix wanted to increase its client base in the UK. In the US telemarketing was already being used successfully and the UK decided to include telemarketing in their sales strategy. The company that the US was using had European operations so the UK office decided to use them to begin the calling. The results that were expected were not being delivered so Satmetrix decided to look for another telemarketing company.

Peter Caryotis, sales director, said; "The results from our first agency were disappointing so we needed to find another agency quickly and who could take over the campaign and deliver results. We received a call from Amanda Fisackerly at Fizz Biz just as we started to look and after our meeting with them we were really impressed with her and the team at Fizz."

The decision was taken to run a pilot campaign with Fizz so see if they could deliver results. The target market was 'C' and director-level managers within a pre-selected 62 companies, mainly FTSE 250 global corporations. The objectives were to

research the companies using Hoover.com (access supplied by Satmetrix) and the Internet and to provide background information of these targets. Fizz had to discover and create the data and then, through identifying whom the appropriate remit-holders would be, educate them on Satmetrix's offering and send out the appropriate literature. The aim was to locate immediate and future sales opportunities, book appointments and generate sales leads for Satmetrix to follow up on and close.

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### **The Results**

The initial trial showed that Fizz Biz could more than deliver good sales opportunities, so the decision was taken to continue with Fizz for all executive prospecting. To date the campaign has now run for nine months with a total of 85.5 calling days (roughly 10 days per month) and Fizz have achieved 22 appointments within the target 62 companies. Some of these leads have now migrated into other divisions of the organisations creating a bigger opportunity and some have reached a serious engagement.

"I am extremely happy with the results Fizz has obtained. The appointments have been at the right level and have been briefed well, so the clients understand what we do, this all helps with the sales process." Caryotis adds, "Also the quality of the notes and the backgrounds of the leads have been excellent and having seen the way Fizz presents Satmetrix, I am more than happy with the style and manner that this is handled"

The campaign is still ongoing and Satmetrix are still very happy with the results being achieved.

