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Telelogic Company Overview

Telelogic provides market-leading products that give development teams the ability to focus on what they need to do: develop higher quality systems and software more efficiently.

Telelogic's best-in-class, role-based tools automate and support best practices throughout the development lifecycle. The tools provide full traceability to requirements throughout each phase of development. By optimising each phase of development, these solutions improve visibility, collaboration, communication and validation, enabling customers to deliver better systems and software.

The Campaign

Telelogic were looking to enter a new technical area/sales environment and they needed additional resources to address this. They would also need to work closely alongside the existing sales team. There was an internal resource but they could not fit this extra campaign into the programme – so Telelogic approached Fizz Biz.

John Wood, Finance sector manager said, " I knew Amanda Fisackerly of Fizz Biz from previous experience, so I approached Fizz to work with Telelogic on this campaign. I was confident in Amanda and her team and felt that I could trust Fizz to deliver"

The objective of the campaign was to set qualified meetings with senior risk managers in the finance services sector.

Telelogic supplied the data and set up a briefing with Fizz to transfer essential information and work on the key messages and questions that needed to be asked. The data provided had not been tested and Telelogic had no idea what to expect. Fizz set the criteria of five fully qualified meetings with new clients from ten days of cold calling.

Fizz set to work and from the start they realised the data needed some work. Fizz validated and cleaned the data, providing a new and up to date prospective client list. Fizz added new contacts, cleaned old, found who the key executives where and where possible identified the account structure, Fizz also sent out the appropriate literature, this was tailored to each contact.

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The Results

From the cleaned data Fizz contacted fifty-seven financial services organisations and managed to set fourteen fully qualified meetings with key contacts, of which four are now hot prospects.

"The campaign has been a huge success and Fizz have exceeded the objectives set by 100%. We now have several deals in the pipeline and the feedback I have received from my team was very positive.

Fizz are a very professional, competent and efficient organisation," said Wood. "All the meetings have been fully qualified and we are now looking to do further campaigns in the near future. I have worked with telemarketing agencies before, but Fizz are the best we have worked with!"

As a result of this campaign Fizz have also worked with the Pharmaceutical sector. This campaign has also been a great success and from the data provided Fizz set up seven qualified meetings.

