

ALERI

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Aleri Company Overview

Aleri is a leading "intelligent" software solutions provider, whose product is capable of aggregating, analysing and updating large volumes of data.

Their patented, Analysis Engine has revolutionised the financial reporting landscape by exceeding customer demand for performance, flexibility and detail - accelerating business intelligence applications that were previously unthinkable with conventional technologies.

Headquartered in Chicago with major offices in New York, London, Woking and Paris. Aleri customers include (list names) major world players in the financial and banking sector.

The Campaign

Aleri's objectives were to increase market awareness and generate leads. The aim was to target fifty key companies, generating one hundred and twenty five C-level invitees to a seminar at the Vinopolis conference centre in London.

Aleri decided the best way to achieve their objectives was to do a telemarketing campaign. They approached three lead-generation companies. Two of these companies would not guarantee the results Aleri were looking for and did not fit in with Aleri's culture. Fizz Biz Ltd went in with a positive "can do" attitude and fully understood the requirements.

"Amanda Fisackerly, managing director of Fizz Biz came in with a "can do" positive attitude. Straight away we felt Fizz Biz could work with us and get results," said Pete Roberts, senior sales executive from Aleri.

Right from the beginning we worked as a team, agreeing on the best way on how to achieve the objectives and on both the strategic and tactical decisions and then developed a script to obtain these results.

The total campaign was to be for twenty-three days and Aleri expected results. None of the target companies and contacts was known and no prior invitations had been sent out. Fizz Biz had to obtain one hundred and twenty five accepted invites from around fifty key companies.

Aleri provided a qualified invitee profile (e.g. top decision makers) from financial directors to senior managers within the Finance or Treasury department and their appropriate IT colleagues.

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Using a supplied list of company names, Fizz Biz had to identify who the target contact was, invite them to the seminar whilst educating them on Aleri's offering. Where possible Fizz Biz proactively gathered information on the company structure, identified who were the key executives, and what infrastructure already existed.

Fizz Biz's would approach each contact as though we were actually employed in-house, and present Aleri and it's offering in a highly professional manner.

"Fizz Biz was a breath of fresh air, professional and extremely good at what they do. Not many companies allow you to sit in on the calls but Aleri were invited to see what was going on and sit in and listen to the calls being made," said Pete Roberts.

Also as part of the campaign Fizz Biz would create and build a customer profile of the target companies. By using 'ACT' as our campaign management tool we would be able to extract data for easy reference (in csv. format), and provide full contact history notes by email, in a MS Word document to Aleri.

The Results

Fizz Biz's positive "*can do*" attitude got the results. We were able to deliver against Aleri's objectives, finishing the main work nine days before the seminar, obtaining fifty-one acceptances from thirty-two companies.

Fizz Biz continued to make call backs until the day before the seminar - again successfully securing another six senior attendees from another three companies

In total Fizz Biz made one thousand nine hundred calls, secured fifty seven acceptances from thirty five companies and created a live, accurate valuable database for Aleri, listing three hundred and sixty five contacts in one hundred and eighty companies.

On the day of the seminar forty-six of the fifty seven accepters came to the seminar - all senior management, predominantly from investment banks, with a further thirty five inviting a follow up call. Also Aleri were invited back into half a dozen accounts post event to follow up.

Pete Roberts said "Fizz were great, they wanted to be part of the whole process from start to finish including going to Vinopolis on the day and meeting the attendees. Everyone said afterwards what a great bunch they were. Lots of compliments all round, pretty amazing really."

Fizz Biz also attended the event as an Aleri resource. We mingled with the attendees, gathering information on what they thought of the event, venue, speakers, topic, technology etc. We also provided an understanding what their level of interest was, whether they saw a need in their business, what, if any, issues they had and the next steps. This information was provided to Aleri to take to move the process forward.

"Fizz Biz wanted to see it through-worked the audience better than the pro's. A real personal touch and fun too."

