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Temporal S Company Overview

Temporal S. delivers identity management functionality and services that better enable organisations (public and private) to address the growing demand for more secure methods for the authentication of ID of both people and things within business applications, such as secure digital tickets and secure travel documents (e.g. passports), etc.

The company's primary objective, and differentiator, is the delivery of easy-to-use, off-the-shelf ID management applications that, unlike current solutions, do not require high levels of skills and expertise to implement and manage.

The Campaign

Temporal S is a new company with an innovative view of the market place and has a solution with proven capabilities but has little knowledge as to whether there is a market for their solution.

They decided that they needed to do some marketing activity to verify their views and generate sales leads. Temporal decided that telemarketing was the most effective way to combine both of their requirements.

"I was introduced to Fizz Biz through the Surrey Business Hub network. I met Amanda Fisackerly the managing director and was impressed," said Simon Lofthouse, managing director "Fizz Biz was able to engage with potential customers at a high level and have a meaningful discussion. We felt that they would be able to discuss business pain points and had a high level of skill."

The initial project was for five days. The target audience was senior level business managers with the event and venue management agencies. In order to achieve Temporal S's objectives Fizz Biz had to clearly identify the target market.

This included conference facilities, venues, event promoters, sports venues and ticket brokers. Fizz Biz also had to define the proposition to go to

market, creating a concise explanatory email that clearly explained this new concept. This would enable Fizz Biz to create a database of new contacts.

Using the resultant data Fizz Biz had to present Temporal S and educate the contacts of their solution and whenever possible identify the account structure, who the key contacts were and what infrastructure existed.

Fizz Biz also sent the appropriate literature and communication tailored to each contact – this was then followed by a call with the aim to secure and appointment.

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The Results

Fizz Biz professional approach got results. We made over 300 calls and secured 4 appointments with key contacts. We also got several further potential hot leads. "From the appointments made by Fizz we have had 3 fantastic meetings. From there we have submitted two proposals and one client has flown to the US to see the solution in action. We could not have asked for better meetings." said Simon Lofthouse.

Following the review meeting Temporal S decided to get Fizz Biz to focus on the big sporting venues. A further 29 companies were added to the increasing database and two further appointments were secured, in just two days.

Simon Lofthouse said, "We were very happy with the results of this campaign and it totally exceeded our expectations. All of the leads generated were real sales opportunities," he adds "We have decided to do a further telemarketing campaign and we will be definitely using Fizz Biz for this work. "

