



CLIENT STORY

Optimising Data for Sales ROI

Providing Pathways for Product Promotion



Alcatel-Lucent

About Alcatel Lucent Enterprise

Alcatel Lucent Enterprise (ALE) delivers communications and infrastructure solutions to help engineers, operations, executives and customers connect in a digital world.

BACKGROUND

ALE approached CPB as it needed to build a qualified sales pipeline for its Optimised Care Pathway initiative within the UK Health sector. ALE was looking to use an external telemarketing agency alongside its own internal resources to better increase pipeline development.

ALE turned to CPB because of its widely recognized specific expertise in identifying and nurturing technology-based sales opportunities.

THE QUOTE

“CPB demonstrated a good understanding of what we were looking to achieve and managed to show clear ROI at an early stage of the project. We were delighted with the results”.

THE CHALLENGE

The ALE proposition offers a common, integrated solution for NHS Trusts in consolidating their voice, mobile, digital and data platforms. However, a lot of the NHS Trusts had separate points of contact for telephony and data, so, in a lot of cases, CPB faced the initial challenge of fusing the interest and potential needs of both parties in order that ALE could progress.

THE SOLUTION

CPB took a comprehensive brief on the benefits and competitive advantages of the product and a target audience of NHS Trusts, where ALE was not already engaged, was agreed. The contact data to be used was taken from CPB's database which decreased the time taken to start the assignment.

A multi-touch marketing approach was deployed utilising email, telemarketing and digital over a 10-week period to identify and develop prospects to a level beyond basic interest.

OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure

THE OUTCOME

Several meetings were set up for the ALE Account Manager at senior levels with 11 fully qualified opportunities unearthed, together with a further 13 possible openings.

A sales pipeline of £2.6million was confirmed by ALE within 3 months of the start of the campaign.

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