



CLIENT STORY



Providing a Piping Hot Pipeline

Specific, qualified, target data proves its worth



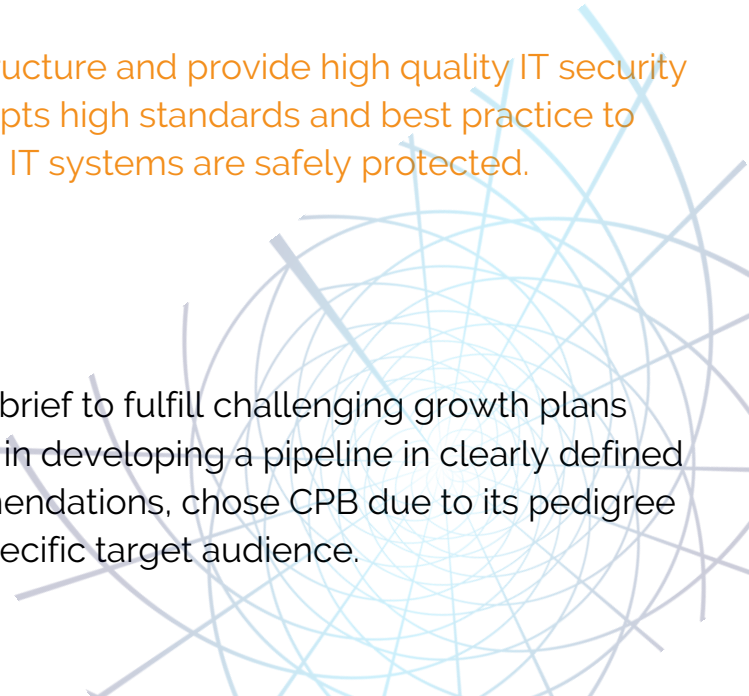
ABOUT ACSN

As specialists in IT security management, ACSN's services are designed to ensure that their clients' IT systems meet compliance and regulatory standards and are fully protected from unwanted penetration and intrusion.

Its mission is to manage the IT security infrastructure and provide high quality IT security management services to its clients. ACSN adopts high standards and best practice to give clients complete peace of mind that their IT systems are safely protected.

BACKGROUND

CPB began working with ACSN in 2005 with a brief to fulfill challenging growth plans with limited resources. ACSN needed support in developing a pipeline in clearly defined target markets and, following several recommendations, chose CPB due to its pedigree in profiling, providing and interacting with a specific target audience.



THE QUOTE

"We always return to CPB because of the results. Their knowledge and experience of campaign creation and the level of detail they secure for us is spot-on. CPB has produced an average £37 of sales margin for every £1 invested. They are an invaluable partner in growing our business."

THE CHALLENGE

The initial campaign had a target audience of commercial organisations with 200+ seats, using specific technologies and located within Greater London. CPB identified over 230 such organisations from its database, meaning no data profiling was required.

CPB's telemarketing team set about calling the target audience and sales leads were emailed to ACSN for follow up. Meetings took place and orders were secured, including a contract for £35,000 from a major financial institution.

THE OUTCOME

All campaigns have enabled Reliance ACSN to build trusted and fruitful relationships with end users and generate sales pipeline.

Since the two companies started working together, an average of 40 prospecting days per annum have been delivered by CPB, generating 360 sales leads in total. Secured orders from 41 organisations have transpired as a direct result of this activity and these accounts have gone on to produce £520,000 of sales revenue.

THE SOLUTION

As ACSN grew, a more strategic approach was required and CPB took on additional accountability in developing opportunities to a more mature stage. The approach involved qualifying opportunities and then nurturing them until an appointment is confirmed

This augmented service reduced the prospecting workload on the client and presented them with hot, ready to convert leads.

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

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