



CLIENT STORY

Healthy Pipelines for Sales Growth

Telemarketing Activity Reaps Dividends



About ITB

ITB is a leading independent supplier of IT security, infrastructure, professional services and managed services.

Through strong partnerships with market leading vendors, ITB provides a complete, tailored, end-to-end solution for businesses with an emphasis on account management and customer service excellence.

BACKGROUND

ITB uses IT marketing agencies to provide lead generation services to help build their sales pipeline and were looking for a new approach when one of its distributor partners recommended they try CPB. A strong working relationship soon developed, as ITB discovered that CPB took the time and effort to understand both the challenges it faces as an IT reseller and the market it works in. ITB now employs CPB's prospecting capabilities to provide a regular feed of qualified opportunities.

THE QUOTE

"We used CPB after being introduced to them by one of our partners. We had used a number of agencies in the past however each relationship had its own difficulties and we never really felt we ever got value for money, or were able to build a good longstanding relationship.

CPB take the time to understand the challenges we face as an IT reseller and the market we work in. They're always willing to work with us rather than against which speaks volumes about them as a business and the confidence they have in their work – which is always to a high standard."

THE CHALLENGE

After the success of the initial campaign for McAfee, ITB was interested to test CPB again to see if similar results could be delivered across a range of campaigns.

As well as telemarketing activity, ITB required data to enhance the reach and effectiveness of campaigns. They were able to purchase this from CPB's sister company ProspectaBase.

ITB then obtained additional MDF funding to run a number of client campaigns and chose CPB as their IT marketing partner.

THE SOLUTION

ITB chose to run multiple campaigns with CPB, both directly and through distribution, using CPB's team of experienced and highly accredited call centre agents.

The campaigns have focused on several cyber security vendors and have been expedited very successfully.

ITB continues to use CPB due to its understanding of IT channel challenges and its willingness to work with clients to ensure the best possible results.

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

CPB UK Ltd
Nortec House
12 North Bar
Banbury
Oxfordshire
OX16 0TB

THE OUTCOME

Most campaigns are still at an early stage, however ITB has already seen wins of sums over five figures.

The most significant result is that these CPB led telemarketing campaigns, underpinned by ProspectaBase end user IT contact data, have a current pipeline value of an impressive £207,073.

For more information please visit:

www.cpbuk.co.uk
infocpb@cpbuk.co.uk
Tel: 01295 263410

