

Bottom line results with Bull

“ITTS PLAYS A VERY IMPORTANT PART IN OUR BUSINESS GENERATION ACTIVITY.”

MIKE PAWEZOWSKI, SOLUTIONS MARKETING AND BUSINESS DEVELOPMENT MANAGER, BULL UK.



The Company

Bull UK, part of Groupe Bull, supplies, designs, builds and supports IT Infrastructures for its clients..

The Challenge

Bull recognised that it's direct sales people were not best deployed as lead generators. They do not have an internal telesales team so were looking for an external agency to qualify the level of interest generated by their marketing campaigns and to create business opportunities for the sales teams. "We were looking for an agency who could conduct an in-depth dialogue with functional managers across different industry sectors"

The Outcome

Bull use ITTS services as an integral part of most of its marketing campaigns.

“As a result we have seen a significant increase in response rates. We have run a number of very successful campaigns involving ITTS and substantially increased our business pipeline.”

Why ITTS?

“We had worked with ITTS in the past but the relationship has now grown to the point where ITTS is one of the preferred telemarketing agencies for Bull UK. I value their input on tackling a particular business problem and respect their judgement on how best to achieve an objective within the allocated budget. We can't afford to waste Marketing funds and with ITTS I am confident we can achieve the expected results.”



telemarketing

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