

Taking Mezenet to a different level

“ITTS DELIVERED WHAT THEY PROMISED. THEY SET OUR EXPECTATIONS REALISTICALLY, TAILORED THE CAMPAIGN AROUND OUR MESSAGE AND HELPED US THROUGH THE WHOLE PROCESS”

STAN CAWSEY, BUSINESS DEVELOPMENT DIRECTOR, MEZENET LTD.



The Company

Mezenet is a specialist IT services company. It is the UK's largest independent SAP Business Intelligence organisation focused on providing consultancy and implementation services for SAP's Business Warehouse and Strategic Enterprise Management.

The Challenge

There are a number of SAP implementation and consultancy partners operating in the UK market. The challenge for Mezenet is to convince users of the value of working with a specialist Business Intelligence consultancy. They decided to invest in a telemarketing based campaign to help identify new business opportunities and to raise awareness of the company and the specialist skills they can provide.

The Outcome

Mezenet were delighted with the results and subsequently invested in extending the campaign into a second phase. **“Not only have we gathered valuable market intelligence but we are now working on a number of significant opportunities as a direct result of the ITTS work.”**

Why ITTS?

ITTS were recommended to Mezenet. They chose ITTS as they were impressed by the experience and knowledge of the sales researchers. “I liked the approach ITTS took with Mezenet. Initially I was concerned as to whether they would be able to convey our message over the telephone but I sat with the sales researcher assigned and was very impressed by his knowledge. He even understood the partner dynamics of the SAP market and used his judgement to steer conversations in the right direction, exploiting every opportunity for SAP and Mezenet. We have clearly benefited from the experience ITTS has gained working in the IT industry for the last 10 years.”



telemarketing

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