

# Giving Microsoft windows of opportunity

**"BY WORKING WITH ITTS WE HAVE BEEN ABLE TO DEVELOP FURTHER OUR LEAD MANAGEMENT SYSTEM SO THAT IT SUPPORTS THE NEEDS OF OUR ENTERPRISE BUSINESS - PROVIDING OUR BUSINESS MANAGERS WITH TIMELY INFORMATION FOR THEM TO MANAGE THEIR CUSTOMER RELATIONSHIPS MORE EFFECTIVELY"**

**BEVERLEY DIPPER, ENTERPRISE MARKETING DEVELOPMENT MANAGER**



**Microsoft®**



## The Company

Microsoft Ltd's Enterprise Marketing Group is responsible for all marketing and communication, both directly and in conjunction with partners, to Enterprise Customers in the UK.

## The Challenge

Enterprise Marketing was looking to expand its use of 'tele-business' in order to augment the role of the Enterprise Business Managers - increasing both their productivity and effectiveness. They have an internal telesales team but were looking for an external agency for the telemarketing and lead generation based activity. The Enterprise and Partner Group use Siebel as their contact management system and to manage their customer database. The agency selected would need on-line access to the system so that all customer information would be visible within Microsoft.

**"We needed to work with an agency with the in-depth industry experience and knowledge we required and who would be able to integrate with our lead management process."**

## The Outcome

After evaluating a number of agencies the Enterprise Marketing Group selected to work with ITTS during a pilot phase. "There are a number of Telemarketing agencies out there however we chose to work with ITTS because we had previous experience of their services, they came highly recommended, and we were extremely impressed with their set up."

Following a successful pilot, ITTS has now been appointed as the preferred supplier of lead generation services for Enterprise Marketing. They currently deliver a range of services from lead generation following a campaign, through to new contact identification and account profiling.

## Why ITTS?

Throughout the pilot phase ITTS continually demonstrated its flexibility and responsiveness. "We have developed a strong working relationship with ITTS. Together we have adapted our processes and procedures to ensure we achieve the desired results. They focused on our requirements and were prepared to make the necessary investment to meet our specific needs."

**"A major strength of ITTS is its experienced team of sales researchers. Because of ITTS's considerable industry knowledge I do not need to invest hours of my time detailing briefs and checking scripts. With its experience ITTS is able to quickly grasp the objective of a new campaign, start the work and use its sales skills to conduct a meaningful conversation with each contact."**



telemarketing

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