

Datapoint in the right direction

“THE CUSTOMER INTELLIGENCE GAINED FROM THE ACCOUNT PROFILING PROJECT HAS PROVED INVALUABLE TO OUR SALES TEAM”

NATALIE FIELD, MARKETING MANAGER



The Company

Datapoint provides call centre solutions and services and has serviced the call centre market for over 20 years. During this time it has built up an established base of blue-chip customers and its goal is to ensure that its customers are able to extract maximum value, technically, operationally and commercially, from their call centre investment.



The Challenge

The last decade has seen the call centre market undergo radical change and Datapoint has adapted its approach to be highly responsive to the changing needs of its customers. The company decided to identify those organisations in the key market sectors of Financial Services, Telecommunications and Utilities that were not leveraging sufficient value from their investment in call centre technology and would benefit from the Datapoint approach. ITTS was engaged to interview senior decision makers from selected companies within these key market sectors. These interviews were designed to deliver detailed corporate profiles and to identify and qualify business opportunities from potential target accounts.

The Outcome

In-depth profiles on 60 companies were produced by the Sales Researchers at ITTS over a period of 3 4 months. Not only did the profiling exercise identify a number of immediate opportunities but by using the intelligence gathered by ITTS Sales Researchers the Datapoint sales team was able to focus on establishing relationships with the right people in these organisations. As a direct result of this activity Datapoint significantly increased the size of its sales funnel.

Why ITTS?

ITTS was selected after a vigorous evaluation process because Datapoint was impressed by the professional approach and the methodology ITTS applies to account profiling.

“We were impressed by the quality of the Sales Researchers at ITTS and the level of customer intelligence they were able to extract”



telemarketing

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