

Case Study

Client:

Trace Systems

Sector:

Software

Solution:

Targeted Call Centre Campaign



"Thanks to PCMS's hard work, we have already met with several prospective clients. The team at PCMS has the knowledge, flexibility and can-do attitude to offer a complete marketing solution and as a result, has paved the way for a number of keybusiness opportunities."



Bill Davies
Managing Director
Trace Systems

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Strategic lead generation that brings you closer to your customers

Brief

To build on its existing client portfolio, Trace Systems took the decision to outsource its new business campaign. The company turned to PCMS to deliver a targeted campaign which would utilise a mix of marketing tactics to uncover qualified new business leads that were in a position to purchase Trace System's fleet and plant-management software to help generate profitable business.

Delivery

PCMS worked with Trace Systems to develop a targeted campaign would achieve the best possible results. By spending time researching each potential customer, PCMS was able to ensure that all leads were qualified –interested – opportunities. PCMS built a comprehensive database from scratch, detailing key contacts for each company. Then using its knowledge and expertise in delivering such campaigns, PCMS designed and distributed a two page mailer that would grab the recipient's interest. This was followed up by PCMS staff, to book sound, quality appointments for Trace Systems' sales director.

Results

PCMS delivered a complete campaign to Trace Systems, achieving a significant number of new business leads. So much so, that the campaign actually exceeded the company's expectations, filling up its sales director's diary with meetings.