



quantum tm co-ordinates 'a competitor displacement campaign' to break into the CRM & ERP markets.

The Client

Our client was a global leader in the provision of applications and solutions to aid businesses – including customer, supplier, and finance management as well as staff empowerment and performance monitoring.

Project Objectives

quantum tm co-ordinated a competitor displacement campaign that targeted the client's ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) competitors.

The campaign focused on generating qualified sales opportunities for a range of the clients ERP and CRM orientated products.

The client aimed to receive £10,950,000 worth of sales pipeline from this campaign.



The quantum tm Solution

Data

quantum tm collated a database of over 4,000 competitor ERP and CRM organisations. In addition to this, the client provided their own competitor database of nearly 2,000 organisations.

In order to fully utilize the data available, quantum tm proposed that this campaign should take place over 365 man-days.

Specialist training

A dedicated Account Director worked with the client to determine their specific campaign objectives. Team Leaders then worked with quantum tm's Training Department to provide a specialised product training programme for the selected team of Telemarketing Consultants.

Closed Loop Reporting

As an on-going part of the programme, quantum tm conducted 'follow up calling' for all leads. By re-contacting the prospect with which a lead was generated, quantum tm were able to deliver direct sales feedback to the client. This provided a transparent view of the overall success of the programme which allowed quantum tm to deliver an independent and unbiased report on where exactly the lead 'sat' in our client's sales cycle. quantum tm also provided both Daily and Weekly reports detailing the on-going results and logistics of the campaign.