



Case Study

DIGITEL DIRECT

Digitel Direct is a Communications Company serving the whole of the UK with its head office in Halifax. It specialises in providing telephone equipment, low cost calls and mobile's to business users.

Digitel has a large number of field sales people located in major cities and areas throughout the UK. These operatives are very expensive to train manage and maintain and their time is very valuable. As such they need to be fully utilised on quality sales calls at all times.

In view of this Digitel Direct has a constant need to supply its large sales force with quality leads. They need to be sure that when a salesman calls that there is someone expecting them to call, that there is a genuine interest in their services and that there is a genuine intention to buy, should the product be the right one.

Digitel Direct turned to 1 Stop Telemarketing for help after trialling a competitor company first.

1 Stop Telemarketing have much experience in generating new leads and have worked with a number of similar organisations, O2, Orange, and Cellnet previously. They very quickly met with the company and were able to call on their experience to put together a telephone strategy that would not only keep the field sales team occupied, but also ensure that they only received the very highest quality leads.

Lists of 'suitable' contacts were developed, that covered each of the major towns where a sales person operated. Calls were made and, using non aggressive techniques, appointments were made with the relevant contacts within the company. These appointments were filtered to ensure that they were genuine and detailed the exact need that existed. This meant that the sales people had a genuine call to go on and knew exactly what the enquiry was about.

1 Stop Telemarketing not only sourced initial contacts and ensured the sales team had genuine appointments to go on, but they also managed the whole project ensuring that everyone knew what was happening and when. Averaging some 8 sales leads per operative per day, they also ensured that the sales people were fully occupied throughout the week.



professional appointment setting

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The telecommunications industry has a bad reputation in the area of pressurised telemarketing, and 1 Stop Telemarketing provided a service that was non aggressive, friendly and very effective.

Many high quality sales, including £3000–£5000 phone systems, have been made throughout the UK, from appointments and leads generated by 1 Stop Telemarketing.

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