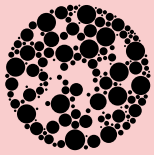
February 2016

Telemarketing

OFFICIAL GUIDE

IN ASSOCIATION WITH

Circleresearch
The B2B experts



B2B Marketing

b2bmarketing.net

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Telemarketing in the digital landscape

Telemarketing has long been an important element of B2B marketing. Indeed for many B2B organisations it was what they used to mean by marketing. It was perhaps supported with the occasional trade press ad or mailshot, but it was the marketing department that provided the leads to the salespeople.

Telemarketing might have been an important element of B2B marketing, but it was rarely one of the best-loved elements. The popular image was of banks of poorly trained, underpaid and demotivated callers, and although the reality was perhaps less harsh than that characterisation, telemarketing was still, by and large, an unsophisticated, blunt instrument for drumming up sales leads.

So, when the new digital revolution happened, many experts cheerfully heralded the imminent demise of B2B telemarketing. In this new digital world there would be no need to pick up the phone to prospects: the clever techniques of inbound marketing would draw prospects to us.

The new telemarketing

A 2012 DemandGen report claimed that nine out of 10 business buyers say when they are ready to buy, they will find you, and 81 per cent of them start the process with a web search. Calling them would be pointless at best, detrimental at worst. The message was clear: it was time to close down the telemarketing teams.

Yet this has not been the case. A June 2015 report by B2B Marketing highlighted the fact that, despite digital innovations, businesses and marketers still want and need humans in the sales process. Fifty per cent of respondents described telemarketing as a 'critical' or 'quite important' part of marketing activities.

Despite digital innovations, businesses and marketers still want and need humans in the sales process

Rather than withering away, telemarketing is reinventing itself for a new digital era. It is forcing B2B marketers to look at it afresh, most critically because it is only those B2B marketers who understand the new telemarketing and the way it fits into digital campaigns, who are able to use it to any effect. The old telemarketing simply no longer works.

Not lead generation

One of the most visible changes is that the people doing telemarketing are different from their predecessors of a decade or two ago. Telemarketing is no longer just about lead generation and appointment setting. Today, soft skills are more important than straight hard sales skills. Building rapport is more important now and enhancing the nurture cycle along the way.

As a result, the old image of a 'battery chicken' call centre using scripts is out of date. Telemarketing is increasingly seen as a career, not just something for graduates to do for six months before they burn out or simply get bored, and move on to something else. Good agencies manage their talent and keep them fresh.

The benefit to B2B marketers is that agents can gain a deep understanding of their business and how they work, and so are better able to hold unscripted, intelligent conversations with prospects. This alone allows telemarketing to achieve better ROI. But it is by no means the only way telemarketing has changed.

A more scientific approach

The greatest change to telemarketing in recent years has been the explosion of information available on whom we are targeting, what interests them, and how they respond to our marketing and our calls. This is shifting the emphasis of telemarketing from making a high volume of calls in the expectation that if you call enough

people one will say yes, to putting resource into the gathering and analysis of data.

This new breed of telemarketers is able to identify who in a database is most likely to respond to which marketing proposition, and deliver that offer to them at the most opportune time. They're also able to use language designed to appeal to them, and then they are able to append data to that dataset, finding more likeminded prospects.

Instead of the old way of cold calls to cold data, or even data that had been warmed up via an email push or postal mailing, now we can talk to individuals or organisations we know have shown interest via automation, IP tracking, lead scoring and so on.

Marketers and telemarketing firms report that conversion rates have soared as they have become more intelligent about profiling who they call and what they say

No more 'good enough'

This change to the industry brings benefits and challenges. Marketers and telemarketing firms report that conversion rates have soared as they have become more intelligent about profiling who they call and what they say. One B2B firm that a few years ago was achieving conversion rates of 0.3-0.4 per cent, has since hired a full-time data analyst, and now tweaks some aspect of the telemarketing campaign every week or two. It now achieves conversion rates of around two per cent.

For those who understand and invest in this new approach this can only be positive, but for those who still persist with the traditional 'spray-and-pray' approach, the market has become far harder. Marketers and telemarketing firms almost unanimously describe an environment where buyers will not engage with poorly targeted, inappropriately timed or ineptly delivered telemarketing calls. Quite simply, telemarketing can no longer be just good enough.

Vital element of integrated campaigns

Few telemarketing campaigns are now run in isolation. Typically they are part of a wider B2B marketing campaign incorporating direct mail, email, online and so on. Campaigns are planned in waves, with scripts continually adapted according to feedback.

Benchmark and advisory firm SiriusDecisions positions telemarketing in its demand waterfall, right before sales qualification and after automation. Simply put, in the B2B world no one channel, no one contact, no one event and no one activity is going to produce a sale. B2B marketers need to have multiple pieces of content and touch points.

There are four reasons why telemarketing retains its place in that broader marketing mix.

1. It delivers the all-important human element

The rise of digital marketing has provided us with swathes of data about our customers, but much of it is worked out on an algorithm level and grouped together as personas. This clearly helps and is better than what we had before, but it does miss the truly personal and human element, which is vital in B2B.

Above all else, telemarketing remains critical to B2B marketing because it is the human element. It is two people talking. Those conversations are undeniably enhanced by lead nurturing strategies that allow the right call to be made to the right person at the right time, but the conversation is still a critical component of the process.

On one level a digital campaign is unable to facilitate a conference call or update new members of a project team on discussions that have happened before, but it is not merely a practical issue: prospects like to feel important, and telemarketing does this as well as, and arguably better than, any digital experience could.

For fairly straightforward consumer purchases an email can be enough to deliver conversion, but many B2B purchases are high value and complex, involving multiple stakeholders in an internal decision-making unit. This means having a real person make contact and talk through fears, opportunities, values and the other factors that make a difference to the sale.

2. It accelerates the buying process

Many B2B buyers will research purchases online and will interact with campaigns, but when it comes to making a decision to purchase it is often only the immediacy of a conversation that pushes them over the edge.

Unlike most forms of marketing, telemarketing allows B2B marketers to be proactive, going after the decision-makers and engaging them directly, rather than waiting for them to pick up the phone or send an email.

Time is the part of business that is too often overlooked in the drive to reduce costs. Being the first to speak to a prospect who buys is a crucial differentiator, as is being the first to reach critical mass in a given market and so attract employees, customers and revenue. Deployed effectively, telemarketing is an accelerator that makes all of this possible.

3. It delivers more information

A web page, an email or a brochure can only deliver so much information. Telemarketing is a direct two-way conversation that allows for maximum engagement and education of the prospect. This leads to higher average order values, longer customer lifecycles and enhanced brand recognition.

4. It generates feedback

Crucially, telemarketing campaigns are dialogues. It is not just the organisation speaking to prospects; it is the organisation asking questions of those prospects and learning from the answers.

B2B marketers who only talk to converts who have already bought, or decided to do so, miss out on a great deal of important feedback. Yet this is what those who only follow the digital aspects of a purchase process are doing – they only find out why they made a sale. Telemarketing allows B2B marketers to find out why they lost a sale and what they can do, if anything, to change their product, service, marketing, or something else to improve future conversion.

Put simply, the level of insight that can be gained from even a three-minute call is far more than can be garnered from the comments section at the end of a blog. Organisations can learn who else is involved in the buying process, what they think and what they need.

Telemarketing closes the loop and gives us highly valuable information

There is no doubt that digital marketing techniques have vastly enhanced our understanding of how effective different aspects of our campaigns are. However, telemarketing closes the loop and gives us highly valuable information not only from interested prospects but also from those who choose not to buy from us. This information on who they are, and why they choose not to buy, allows us to adapt our future activity accordingly.

Telemarketing in 2016

There are then many good reasons to incorporate telemarketing into campaigns. What do those campaigns look like? What is the typical B2B telemarketing campaign of 2016?

We have already seen how it is no longer simply about generating sales leads for sales teams. So what is it about?

Telemarketing campaigns today are less about capturing the lead there and then, and more about building relationships with customers. Much of the work is supplying the information and content those prospects need in order to support their case internally. It is all about nurturing the lead through the process, understanding what they need at each stage and then delivering that to them, until the lead is ready to be passed to the sales team. Achieving the handover at the right time and ensuring it is seamless and successful is a critical success factor.

In many ways it is a similar model to the one we see in marketing automation tools. The difference is that telemarketing delivers the human element and experience. This means content should be exactly what the person asked for and the action to be taken is again based on feedback from that individual.

High cost and high risk

Finally it is worth tempering our broadly upbeat assessment of B2B telemarketing in 2016 with a caveat that not all parts of the telemarketing industry have moved on from the bad old days of high-volume, low-intelligence campaigns delivered by poorly skilled and unmotivated agents.

As long as people are involved in business, telemarketing will always be relevant

This matters because telemarketing is an expensive element of a marketing campaign. Adding in the human aspect is a powerful technique but it is not cheap to do, so making the decision to do it is typically high risk. Which is not to say it should not be done: business management is about managing, not minimising, risk.

So, B2B marketers need to follow the usual best practice to ensure they find the right supplier of telemarketing services. There are many good agencies who have invested in their people and their technology and who understand the role they can play in a broader B2B campaign.

Ultimately good B2B marketers know that all demand generation needs different textures – social, email, exhibition presence, telemarketing and even good old direct mail. Telemarketing is sometimes overlooked but B2B marketers ignore the human touch at their peril. As long as people are involved in business, telemarketing will always be relevant.

01

League table

Top UK B2B telemarketing agencies

1 MarketMakers

£9.0m	97%	£7.2m	275
GI in £m in latest financial year	From B2B activities	GI in £m in previous financial year	Headcount

2 The Telemarketing Company

£4.0m	72%	£3.0m	130
GI in £m in latest financial year	From B2B activities	GI in £m in previous financial year	Headcount

3 GCL Direct

£2.3m	100%	£2.1m	54
GI in £m in latest financial year	From B2B activities	GI in £m in previous financial year	Headcount

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4 Entourage BD

£1.9 m	100 %	£0.8 m	24
GI in £m in latest financial year	From B2B activities	GI in £m in previous financial year	Headcount

5 IT Telemarketing Services

£1.7 m	100 %	£1.7 m	40
GI in £m in latest financial year	From B2B activities	GI in £m in previous financial year	Headcount

6 EngageTech

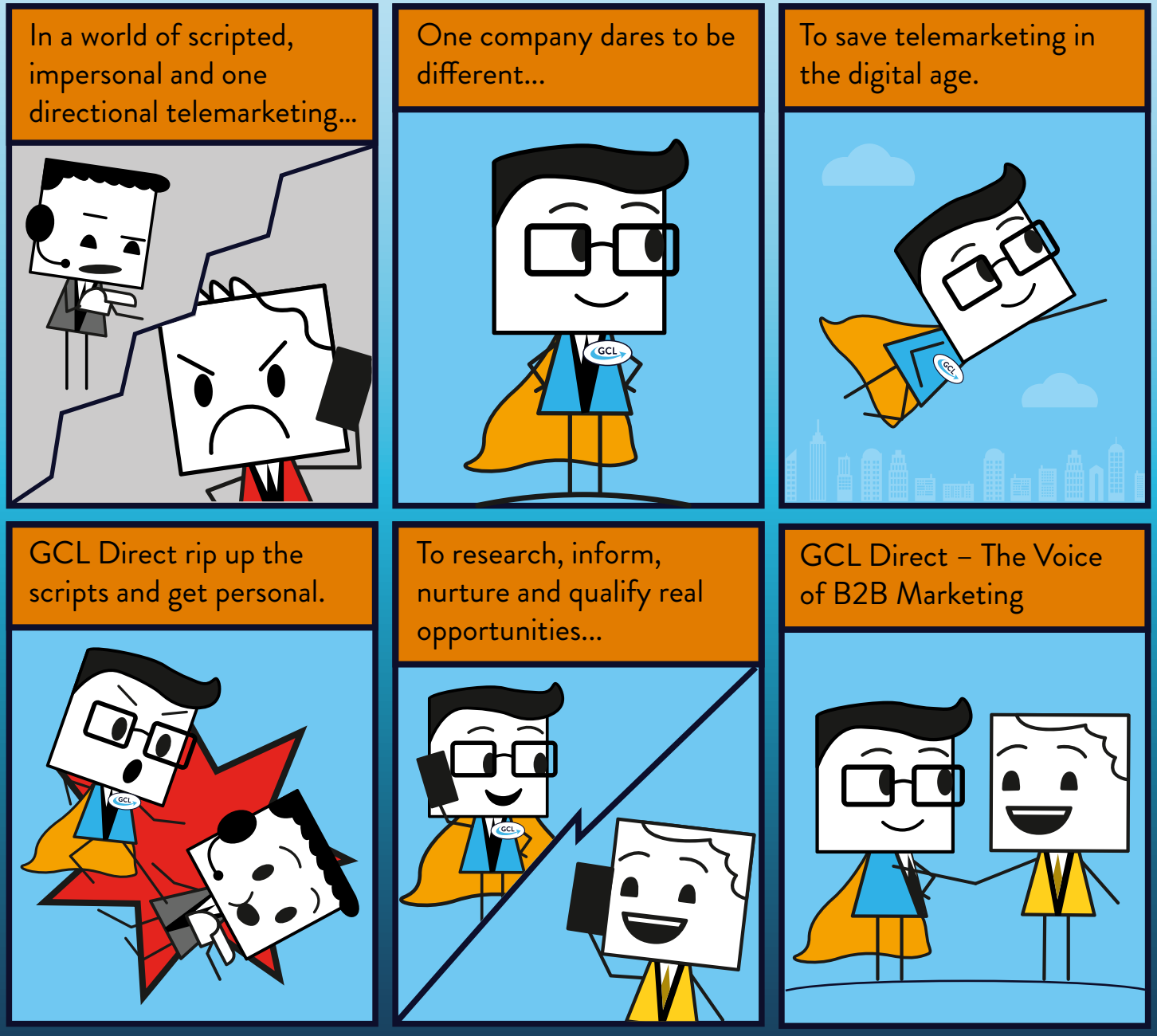
£1.4 m	100 %	£1.1 m	36
GI in £m in latest financial year	From B2B activities	GI in £m in previous financial year	Headcount

02

Agency comment

GCL

THE VOICE OF B2B MARKETING



For our

"Definitive Guide to Telemarketing in the Digital Age"

email: amyk@gcldirect.com

www.gcldirect.com 0121 452 2020 info@gcldirect.com



Scott Barr
Sales director
GCL Direct

Is telemarketing broken... or has its voice just got a little deeper?

Unfortunately, many people's experience of telemarketing is having their day interrupted by an unsolicited phone call that is often stilted, devoid of personality and obviously scripted… badly. As a result, telemarketing has acquired a bad reputation over the last 20 years, and although there are many excellent telemarketers out there, the industry as a whole does tend to get tarred with the same brush.

Any marketing company worth its salt knows it needs to take a more sophisticated approach to how it engages with its clients and prospects. And, with modern digital tools readily available, there really are no excuses.

The power of digital

Digital marketing tools allow us to make each customer's journey unique and personal. By using tools such as programmatic advertising and marketing automation, we can specifically target prospects with tailored content across multiple channels. This automated personal journey slowly nurtures prospects in order to make them receptive to what you're offering.

But, what then? How do we know when a prospect is ready to engage with the sales team? Can a lead score really tell us that? What if there was another tool that was capable of letting us know exactly what stage the prospect was at in the overall buying cycle? Well, there is; and that tool is telemarketing.

Versatile telemarketing

Too many businesses still think of telemarketing as a reactive short-term lead generation tactic, and while this approach can yield results, it is not telemarketing in its true sense. Telemarketing is versatile, capable of supporting all aspects of any direct marketing strategy.

Take data as an example. Yes, data can be collected digitally using web forms and surveys, but web forms are notorious for capturing inaccurate data, with up to 80 per cent of us admitting to deliberately entering false details. The only way to be certain of having the right contact data is to check it via the telephone at source.

Another example is when we want to gain insight into our target markets, specific prospects, clients or even the competitive landscape. Again, email and web surveys are cheap and quick to produce. However, you are completely reliant on people filling in the right data. On the other hand, a well-trained unscripted agent can have up to 20 conversations per day, getting beyond the gatekeeper and engaging directly in two-way conversations with influencers and decision-makers. This approach can provide a far more detailed and rounded picture than any survey or web trawl could ever provide.

Lead nurturing is one area in particular where telemarketing has come of age. A good telemarketing campaign has always been about nurturing leads to some degree, however, automation platforms have now allowed our nurturing campaigns to become even more personal and timely. The combination of the right content delivered at the right time and the human touch of being able to have an informed, intelligent conversation with somebody knowledgeable when a prospect needs it, is far more powerful than the component parts in isolation.

Sales versus marketing

This new-found emphasis on lead nurturing also has another desirable consequence. For many sales and marketing teams the age-old quarrel is, and always will be, over the quality of the leads passed over from marketing to sales. One of the key benefits of telemarketing is that all leads can be qualified to an agreed set of criteria; something digital simply isn't capable of doing.

The right tool for the right job

Like all tools, telemarketing needs to be used correctly for the right jobs. Used in isolation as cold calling, it is a blunt tool. However, used correctly by someone with the right skillset, it is a robust weapon capable of crafting highly accurate data, detailed insight and nurturing long-lasting client relationships that ultimately result in effective ROI.

marketmakers

The UK's Top B2B Telemarketing Agency...

...again



For tangible results and enviable business growth, speak to us today about our proven track record of success.

0845 468 0880

hello@marketmakers.co.uk



Henry Braithwaite
MD
MarketMakers

B2B telemarketing is in a growth phase

If you rewind back 50 years and think about the marketing departments of the past, the favoured strategy tended to be a combination of TV, press, telemarketing and direct mail. Fast-forward to the present day, and the digital revolution has eaten away at all of those budgets – the only one remaining unscathed being telemarketing – which is actually increasing in spend. As an agency, we've grown by 40 per cent in the last three years alone.

Why is this? What does telemarketing offer that other channels don't?

The fallout from the credit crunch means marketers have been shifting away from non-measurable channels and focusing on those that give the best ROI. On average, B2B telemarketing generates £12 for every £1 spent. Many boards demanded sales and marketing switch budgets to the channels where return could be evidenced.

The rise of marketing automation

More than half of B2B companies are now using marketing automation (MA) tools. The difference between a marketing-qualified lead versus a sales-qualified lead is clearer than ever, and a by-product of this is multiple pools of warm data that need a human touch to convert them to leads.

Sales gets sophisticated

With the development of CRM and pipeline forecasting tools (e.g. Salesforce) enabling sales teams to track leads properly, it means one thing – they want more of them. Those hungry CRMs need feeding; leading to a change in how telemarketing is being managed, and an increasing amount of sales departments leading and managing the telemarketing function rather than marketing.

Micro-campaigns in/ spamming out

The majority see spamming 100,000 prospects on an email as impersonal. Hence the 'micro-campaign', where a selection of approximately 500 prospects will be sent bespoke copy on email or a dimensional piece of direct mail. The creation and effective use of persona research enables campaigns to be focused on the needs and wants of each demographic. Telemarketers are able to use persona documents to personalise their approach, and be more understanding of individuals' daily routines and responsibilities as well as gaining more awareness on industry news and how that may affect their prospect's behaviour.

What next for B2B telemarketing?

Looking ahead to the next five to ten years, it's going to be all about nurturing. Businesses will be required to learn how to manage longer sales cycles and much bigger decision-maker units. By 2025, almost all sales and marketing teams will be using MA tools, meaning more of the prospect's journey will be taken digitally. Telemarketers will be empowered with much more scientific insight when speaking with decision-makers.

Telemarketing CRMs will be integrated with automation software, giving the telemarketer real-time information about what that person is interested in, the pages they have been reading on their website and showing them the products and services they are most likely to be interested in. They will be able to identify what content they have downloaded, enabling them to prepare before they make calls on focusing their conversation on that prospect's evident pain points and challenges.

With the rise of digital, telemarketing could be seen by some as on its way out. On the contrary, the telemarketing industry is growing at a rapid pace. Agencies will take a hit if they are not able to align their services with the ever-growing digital products marketers are incorporating into their marketing mix.

the telemarketing company



Insight and Sales growth for the world's leading organisations

Since 1990 The Telemarketing Company has helped hundreds of the world's leading organisations to understand their markets and to grow. With unscripted, salaried, trained agents and unrivalled expertise built up over decades of work, we're uniquely placed to deliver outstanding B2B telemarketing services.

We operate across every vertical sector and size of organisation, from SME, to Enterprise, to Public Sector and have a phenomenal track record of successful demand generation and research backed up by the UK's biggest online library of case studies and testimonials.

Contact us today and ask how we can use our experience to help achieve your goals.

The Telemarketing Company, 26-27 Regency Square, Brighton, East Sussex, BN1 2FH Tel: 01273 765 000 Email: info@ttmc.co.uk www.ttmc.co.uk



Niall Habba
MD
The Telemarketing Company

Why telemarketing?

With the arrival of technologically sophisticated digital and social media, and with marketing automation (MA) promising a new age of increased efficiency and channel integration, traditional media such as direct mail and telemarketing have taken a bit of a back seat.

Cold calling by unscrupulous companies, often B2C, has left many with a very one-dimensional view of telemarketing, equating simply to unsolicited, unscreened calls, with the single objective of selling. Sadly, this has tarnished the reputation not only of telemarketing, but the many reputable companies working to a strict code of practice, delivering a valuable service to their clients.

How accurate is this one-dimensional view?

In reality, there are many more aspects to telemarketing beyond the stereotypical view of cold calling. As one of the most flexible and measurable channels, it brings valuable human engagement to every stage of the sales process.

This was highlighted in our recent survey on customer engagement, conducted with 150 marketers:

- Ninety-six per cent of respondents said human interaction is 'important' or 'very important' for new business.
- Ninety-eight per cent of respondents said human interaction is key to retaining contracts.

The survey also highlighted the importance of human interaction versus other channels in generating revenue and reiterated that, while social media is effective in nurturing relationships, its ability to build the level of trust and depth of relationship required to achieve a higher value B2B sale, is still in doubt. Respondents said:

- Seventy-six per cent of revenue is generated through non-digital means (face-to-face or phone).
- Eighteen per cent only is generated through digital sources (email, social media).

Oiling the wheels of MA

In reality, each channel has its own merits and the question is how to integrate to achieve the best results and offer the personalisation and choice customers now expect. MA can help manage the complexity of multichannel marketing, increasing efficiency and automating high-volume email and social media broadcasts. However, its output is only as good as the data and emails that feed it and, given the speed with which B2B data ages, many companies fail to realise these benefits despite heavy investment in MA.

Telemarketing and phone research can refresh and maintain existing data, append new data and capture email addresses and opt-in permissions. If an off-the-shelf list is not available for a particular target audience, it can generate a fresh database of contacts matching the required profile. In addition, phone research can provide insight to support organisation and market mapping, and customer feedback for brand development.

On the path to purchase, no other interaction is more powerful

Far from being one-dimensional, telemarketing is an agile, highly personal channel. It can work on its own or alongside new channels, bringing data, insight and human engagement to every stage of the B2B sales cycle, from cold calls and simple transactional calls to complex compliance calls and high-value propositions. In a B2B scenario, with longer lead times, high-value outcomes and complex decision-making units, it can provide the depth of relationship and level of trust needed for a sale, which other channels often can't deliver. There is nothing more personal than a real conversation.

Not only this, the direct, data-led nature of telemarketing means it is highly measurable and, applied to high-value prospects, can achieve excellent ROI.

It may not have all the bells and whistles of some digital channels but, tried and tested, telemarketing adds real value.

03

Agencies in detail

GCL Direct

Date founded	1990
HQ address	Newland House, 137–139 Hagley Road, Edgbaston, Birmingham, B16 8UA
Website	gcldirect.com
Telephone	+44 (0)1214 522020
Email	info@gcldirect.com

About GCL Direct

As a service business, now in our 26th year, we recognise that our people are our greatest asset. At GCL Direct we take great pride in our experienced team. Each campaign is run by a dedicated account director and supported by an experienced client delivery manager, all overseen by our long-standing management team, many of whom have been with us for over 10 years. Our experience allows us to challenge clients' ideas and work with them to find the solutions that work.

At GCL we pride ourselves on the skills of our telemarketing team and have a dedicated training manager responsible for ensuring the continuing quality of our telemarketing agents. We train all our agents in unscripted telemarketing skills, and they are capable of engaging with senior decision-makers and promoting a complex value proposition. We are proud of our staff and like to show them off at every opportunity; that's why we will always give you the chance to meet the agents assigned to your campaign face-to-face before it starts.

Our employees are, on average, graduate-level qualified with B2B or customer-facing experience and have been with GCL for at least two to three years (as opposed to an agency average of three to six months).

GCL Direct employs a number of specialists to support data, marketing automation and email campaigns, making us a one-stop shop when it comes to direct marketing and demand generation.

Services offered

★ **Data**
Building, cleansing, enhancement, sourcing, opt-in validation, management

★ **Insight**
Primary research, profiling, channel mapping, key account mapping

★ **Dialogue**
Lead generation, appointment setting, inbound call handling, channel development, nurture, event support

Sectors

Technology

Professional services

Supply chain

Key clients

- Dell
- Capita
- Canon
- CSC
- EMC
- Pitney Bowes
- Fortinet
- Adobe
- Barracuda Networks
- G4S

Accreditations



ISO9001

Personnel

54

Number of permanent staff

Client testimonials

"I've worked with GCL for over five years and they have always delivered. We see GCL as our extended team and they have delighted us with the results."

—

Pat Kelly, marketing director, Critiqom

"I have worked with GCL Direct for six and a half years across three different companies and in each case I have kept coming back to take GCL with me. What makes GCL Direct different is the people. A lot of agencies just take what the client says and do it. But GCL and especially my account director, have challenged my methodologies on numerous occasions and as a result we've come up with much better results."

—

Adam Chapman, global marketing director, Fluenta

Financial performance

£2.3m

Gross income in latest financial year

100 %

Percentage of income from B2B activities

£2.1m

Gross income in previous financial year

13 %

Year-on-year growth

MarketMakers

Date founded	2004
HQ address	1000 Lakeside, North Harbour, Portsmouth, PO6 3EN
Website	marketmakers.co.uk
Telephone	+44 (0)8454 851169
Email	info@marketmakers.co.uk

About MarketMakers

What makes us different?

- Our ability to deliver both outbound and inbound leads (one client now gets 20 per cent of their revenue from the inbound leads we deliver). We know which channels to integrate to complement telemarketing and get maximum traction.
- MarketMakers Business School – our award-winning staff learning and development programme is the only training school in the telemarketing industry endorsed by the Institute of Sales and Marketing Management. We truly believe we have the best trained telemarketers in the industry to represent your brand, adept in intelligent and knowledgeable prospect engagement, resulting in a team that consistently delivers real ROI for your business.
- We have internal expertise to design and build bespoke portals for our key clients. The combination of technology and transparency means our clients have a full and real-time online view of their campaign status which helps increased productivity and gain ROI more quickly.
- The MM Cloud – our own online campaign portal allows us to provide our clients with real-time visibility of their campaign activity and performance.
- The MM app – this year we've taken the MM Cloud one step further by creating our mobile app, giving our customers full, on-the-move access to their campaign portal.

Services offered

- ★ Sales lead generation
- ★ B2B telemarketing
- ★ Appointment setting
- ★ Data capture/ enhancement

Sectors

Professional services

Key clients

- ❖ Lexmark
- ❖ British Gas
- ❖ HSBC
- ❖ BBC
- ❖ Deloitte

Awards 2015

National Contact Centre Awards Winner	Learning development champion (Steve Cass – head of L&D)
UK's 21st Best Workplace Winner	Great place to work

Accreditations

Investors in People

ISO 9001

Client testimonial

"From our first meeting with MarketMakers, we were in no doubt they were the right agency for us. From the telemarketers through to the directors, we could not have asked for more professional people or service. Their team works with our own staff successfully. It had the feeling of one team; there was no 'us versus them'. I would recommend MarketMakers, without doubt. I have nothing but praise for them."

—

Santander

Personnel

275

Number of permanent staff

Financial performance

£9.0m

Gross income in latest financial year

97%

Percentage of income from B2B activities

£7.2m

Gross income in previous financial year

25%

Year-on-year growth

The Telemarketing Company

Date founded	1990
HQ address	26 and 27 Regency Square, Brighton, East Sussex, BN1 2FH
Website	ttmc.co.uk
Telephone	+44 (0)1273 765000
Email	info@ttmc.co.uk

About The Telemarketing Company

Since 1990, The Telemarketing Company has delivered high-quality, unscripted B2B telemarketing and telesales services to the world's leading organisations. We're a true specialist, completely focused on voice contact. We've spent 25 years growing into one of the top B2B telemarketing agencies in the UK by developing the best people, training, systems and processes in the industry. Through our dedicated research division, TTMC Research, we deliver a comprehensive range of telephone-based pre-sales research and post-sales 'voice of customer' research and data services.

Our key differentiators:

- Low-risk pricing models with operational and contractual flexibility.
- High-quality, mature multilingual IQCS, AITS and ISMM* trained agents with above-average tenure.
- A unique combination of top-quality unscripted, B2B telemarketing and MRS-accredited research division.
- Transparency – blanket digital call recording, open office policy, regular reviews.

**Notes:*
IQCS – Interviewer Quality Control Scheme
AITS – Accredited Interviewer Training Scheme
ISMM – Institute of Sales and Marketing Management

Services offered

- ★ Appointment setting
- ★ Marketing and sales-qualified lead generation
- ★ Telesales
- ★ Event marketing
- ★ Database cleansing and profiling
- ★ Inbound call handling
- ★ Data building
- ★ Market research
- ★ Customer satisfaction surveys
- ★ FCA/TCF (Treating Customers Fairly) compliance calls

Sectors



Financial services



IT and telecomms



Professional services

Key clients

- ❖ Just Eat
- ❖ British Airways
- ❖ Allianz Global
- ❖ American Express
- ❖ Informa
- ❖ Panasonic
- ❖ Investec
- ❖ Hewlett-Packard
- ❖ Mars UK
- ❖ Lufthansa

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Awards 2015

MRS Operations Awards 2014 Finalist	Best field force

Accreditations

FCA – Authorisation – Financial Conduct Authority

ISMM – Endorsed by the Institute of Sales and Marketing Management

ISO9001 – Quality assurance

IIP – Investors in People

IQCS – Accreditation – Interviewer quality control scheme

AITS – Market Research Society's – Accredited Interviewer Scheme

Personnel

130

Number of permanent staff

Financial performance

£4.0m

Gross income in latest financial year

72%

Percentage of income from B2B activities

£3.0m

Gross income in previous financial year

33%

Year-on-year growth

Client testimonial

"The Telemarketing Company and its people are extremely well organised and have a true understanding of the need to adapt to the culture of Allianz Global Assistance and, most importantly, our clients. They understand our needs and have remained flexible and committed to creating a win for all involved, which is something we really appreciate."

—

Finance and insurance operations manager, Allianz Global Assistance

About

B2B Marketing

B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.

Launched in 2004 as *B2B Marketing* magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats.

Its key products are:

- Online community
- Magazine
- Awards
- Research and reports
- Training
- Events
- Membership

For more information on any of these products or services go to b2bmarketing.net or call +44 (0)20 7014 4920

B2B Marketing

Circle Research

Circle Research uses market research to help clients solve business issues, grasp opportunities and develop competitive advantage. The average client engages Circle Research on more than four projects, and counting.

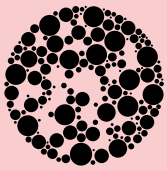
Here's why:

- The B2B market research experts – understanding your sector and seeing things others miss.
- Multi-award winning – benefit from extensive experience and best-in-class approach.
- Commercial acumen – receive commercially sound, engagingly presented recommendations that drive action.
- International – seamlessly covering your entire footprint.
- Delighted clients – you'll love the Circle experience.

Get in touch and let's talk about uncovering those Eureka! moments – insights that transform your view of the situation.

Call Andrew Dalglish, director at Circle on +44 (0)20 7960 3802 or email him at andrew.dalglish@circle-research.com

Circle research
The B2B experts



B2B Marketing

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