

IT Focus Case Study - BTA

BTA Limited is a well established, boutique IT Support and Internet Service Provider based in South West London. With a diverse customer base, BTA has excellent client retention and a strong reputation for technical excellence.

The Client Challenge

Since incorporation in 1994 BTA has generally relied on referrals for new clients. It has tried in-house sales on a couple of occasions and the most recent attempt met with very limited results. Despite the downturn in the economy, the owners of BTA felt that continued inactivity in the area of new sales could mean they miss out on opportunities created by the recession by companies looking to outsource their IT. It would also increase their reliance on their existing customer base.

The Business Solution

IT Focus was engaged by BTA on a two day per-week project to profile and prospect specifically targeted clients in and around West London. IT Focus was given access to a BTA email address and the team member responsible for the telemarketing call-outs was given training by the BTA Support Services Director on how to position BTA, BTA's USPs to help narrow down the specific opportunities which would be of most interest.

The Business Benefits

Within the first 2 months of campaigning IT Focus scheduled more meetings and created more opportunity than the in-house team had in the previous 12 months. Such was the high level of activity created on behalf of BTA that the program was put on hold to allow BTA to catch up with the prospects. Upon resumption, within the first 24 hours, IT Focus delivered another opportunity thanks to picking up on the prospect list previously created. BTA has been able to secure new Support Clients introduced to them as a direct result of the IT Focus activity.

On-going Relationship

BTA has high-growth expectations but with a small customer facing team it fully expects to use IT Focus as its outsourced lead generation company so that staff recruitment can be focussed on the technical teams to help their service delivery. By using IT Focus on a longer term basis BTA knows that the telemarketing activity will build a pipeline of business which will give BTA opportunity to quote and win business on a regular basis.

