

IT Focus Case Study - CWL Systems

Founded in 1992, CWL Systems plans, deploys and manages IT solutions for clients in the mid-market sector focusing on financial services and the public sector. CWL prides itself on having a proven track record of delivering successful projects that meet its client's precise business objectives as a result of close-working relationships.

The Client Challenge

CWL has nurtured a strong sales culture focussed around a field sales team. Historical attempts to create an in-house telemarketing team have caused issues both in performance and changes in the dynamic of the sales office. CWL also acknowledged the difficulty in managing and motivating a standalone telemarketing team and decided to look externally for a partner to perform this function.

The Business Solution

IT Focus was engaged by CWL to make appointments for its own field sales team to convert into business. IT Focus was commissioned for 13 days per month to call out to an agreed target database and to fully qualify the opportunity before allocating to the area field sales person.

The Business Benefits

CWL understood from the beginning that it would take time for any agency to build up a pipeline of prospects and as such viewed the project on a longer-term basis. However, IT Focus hit the ground running and within days the first appointments were being made. On average one appointment is being made every day and CWL acknowledges that the prospects are very well qualified and the correct decision makers are engaged.

On-going Relationship

CWL has used IT Focus for two years as its external telemarketing partner and is more than happy with the working relationship. Andy Griffiths, Managing Director of CWL, says: "IT Focus have good quality people who know what they are talking about which gives me confidence that they will continue to deliver."

