

IT Focus Case Study - FOTEC

Fotec UK Ltd are a specialist IT Support and Services Company focusing on businesses with between 5 and 500 users.

They offer innovative and flexible IT Support Services which address the individual needs of each client. Fotec build a true understanding of every client, their business objectives and the specific challenges they face, so that they can ensure the prompt delivery of cost effective IT solutions.

The Client Challenge

To grow the IT Support Business revenue by 50% over an 18-month period.

The Business Solution

IT Focus won a tender selection process to provide an outsourced telemarketing solution for Fotec. IT Focus sourced the data to start the project and then undertook a telemarketing campaign designed to profile the support strategy of the clients on the database, identify immediate opportunities and build a pipeline of business.

IT Focus worked closely with Fotec so that they understood the sales proposition in detail and were able to qualify opportunities to a high level. This meant that in 70% of the leads passed to Fotec, no further qualification was required.

The Business Benefits

Fotec have grown their support business by 55% over the last 18 months despite very troublesome trading conditions. The vast majority of new clients have come as a result of cold calling and prospecting carried out by IT Focus.

The return on investment during this period has been 475% and IT Focus now has a thorough database detailing the support strategy of over 2400 companies, 1400 of which outsource their IT. The pipeline is now mature and Fotec have great confidence in continued growth expectations.

On-going Relationship

From the initial engagement both parties committed time and resource to the relationship to give it the best possible chance of success. Fotec provided access to their own team for training, ongoing advice and also issued a clear brief on what was expected.

Thanks to industry-leading staff retention IT Focus has provided the team on the account for the last two years and as such has now built up a firm and clear understanding of the Fotec proposition.

This committed approach has continued throughout with IT Focus and Fotec now having a very strong working relationship built on a proven ability to deliver what was promised. The Fotec team view IT Focus as a partner not a supplier and they work together to continue to achieve Fotec's sales and marketing goals.

