



How Go Demand helped WhereScape to expand its Mainland Europe sales and marketing pipeline and close an important deal.

CLIENT:

WhereScape®



Telemarketing



Pipeline Management



Marketing



Channel Services

“The successes we have enjoyed are a good example of joined up marketing...”

If you want more sales, call Go Demand NOW on
+44 (0)1935 413444

THE CLIENT

WhereScape is a world leader in data warehouse automation. From initial scoping, prototyping, loading and populating to ongoing management and optimisation WhereScape software automates the data warehouse lifecycle. WhereScape software is used in every kind of business intelligence project, empowering business users to get the data they need, in the form they need it, when they need it, and by helping IT teams automate the building and deploying of data warehouses and related data driven projects.

THE CHALLENGE

The key task was to identify and create new business opportunities for WhereScape's Mainland Europe sales team to follow up and close. First we had to identify a way to qualify the leads produced from an assortment of marketing initiatives created by their Marketing Director before feeding them to the sales team through their CRM.

THE SOLUTION

WhereScape identified Go Demand as a telemarketing agency with the right skills, experience and expertise across Europe within WhereScape's market. An attraction was their flexibility, charge structure and transparency.

THE OUTCOME

Go Demand arranged for WhereScape to meet their man on the ground in Germany to be able to better understand the market in that region and following an initial pilot telemarketing campaign in the DACH region, WhereScape awarded Go Demand a contract to create leads throughout their Mainland Europe region. WhereScape has recently won business approaching €300,000 following up on leads generated by Go Demand.

WHAT THE CLIENT SAID

“WhereScape has seen a very positive ROI from the various telemarketing campaigns. Go Demand staff are flexible, proactive and we see them as a valuable extension to our own sales and marketing teams. The successes we have enjoyed are a good example of joined up marketing; website hit, download, cold call, follow up(s) etc.”