

### **Dimension Data achieves tangible results from its telemarketing campaign**

“Dimension Data is a globally operating IT system integrator that provides services and solutions that help its customers to plan, build and support their IT infrastructures. For this purpose we use a target group specific marketing strategy”, explains Erik Bakker, Marketing Manager at Dimension Data Netherlands. “We have set up our telemarketing campaign based on this same principle.”

#### **How does Dimension Data reach its target group?**

“Eight years ago, we started using Computer Profile’s database on a project basis. We noticed their database excellently complemented our proprietary CRM solution. Over time, we identified an increasing need for database selections. We decided to take a subscription so that we would have permanent access to the information in the database. Our account managers regularly perform target group selections for various purposes. As a result, we always have company and contact data at our fingertips.”

#### **And the telemarketing campaign?**

“We recently participated in a business fair where a very specific group of visitors was present. We wanted to stay in touch with this group, and decided to start a telemarketing campaign. In the past, our internal organisation had performed a similar campaign, but found it hard to maintain its focus on the campaign because it kept getting distracted by other activities. Added to which, the actions were based on ‘colder’ segmentation. This time we decided to let Computer Profile take care of the campaign. They had a very solid approach for this purpose. They start with an intake session, which they follow up with an orientation and briefing session. Working with Computer Profile, we expanded the initial target group consisting of the business fair attendees after a thorough database selection. We are now provided with weekly reporting on the campaign results. Added to which, our account managers can access data on the campaign’s progress whenever they so require, because the minutes are always available in digital form. This is a highly transparent approach, and the progress so far looks promising indeed. The campaign delivers concrete leads that closely match our objectives.”