

User Story



CDC Software generates 70 per cent of its leads through telemarketing

CDC Software is a worldwide supplier of software solutions for the semi-process industry. The company's main focus is on businesses with complex production environments. It offers solutions for business process monitoring, planning, CRM, product monitoring and product optimisation.

The company's marketing and lead generation operations are set up locally. In the Benelux region, these activities are conducted from the office in Zeist. We discussed the company's sales and marketing strategy with Jan Willem Steenbakkers, CDC Software's Sales Manager for the Benelux.

"CDC Software is not a major, well-known party. Added to which, we are a niche player. This means that we have to actively generate leads in the markets that are of interest to us. We have defined four vertical markets in which we are currently proactively positioning ourselves. To this end we use various channels, such as telemarketing, seminars and editorials. Currently 70 per cent of our leads are generated from telemarketing."

Recently, CDC software performed a highly successful telemarketing campaign jointly with Computer Profile. This campaign was centred around a single product: CDC Factory, a solution that offers real-time plant-floor monitoring and analyses the profitability of production lines. This data is used to set up optimisation projects based on the Six Sigma principle. Without exceptions, this results in improved utilisation of resources and a higher level of efficiency. "The enormous success of the campaign was largely due to our sound collaboration with Computer Profile," comments Jan Willem Steenbakkers. "We invested a lot of time in briefing the telemarketing agents about our proposition. During the campaign we continuously provided each other with feedback on the results, so that we were able to steer the process directly and provide further education where relevant."

The campaign was based on the information in a database purchased by CDC Software. Since the company is active in extremely well-defined markets, it was able to segment companies in a highly detailed way, e.g. on the basis of turnover and number of employees. The campaign, which ran for twenty days, reached 272 people of a total of 750 names in the database. Over 40 per cent of the respondents showed an interest in the CDC Factory software. 18 per cent of the companies in this group were willing to immediately plan an appointment, while 20 per cent expressed an interest in making an appointment in the near future.

“The success of this campaign was founded on three factors. First of all, there is the product, which is innovative and unique to the market. Secondly, the campaign showed that we had chosen the right moment to market the software. 26.5 per cent of the interviewed companies were involved in a project needing a solution similar to our CDC Factory. The collaboration with Computer Profile also proved an important success factor. The way they informed their call agents about the project and proposition proved to be very valuable, and the call agents became, as it were, an extension of CDC software, and were capable of communicating our vision effectively. With telemarketing campaigns, it is extremely important to act as a serious and equal discussion partner. Thirdly, the daily feedback provided by Computer Profile was crucially important. Having continuous insight into the status of our campaign allowed us to make modifications and increased our ability to counter objections from the respondents.”

“We will continue to concentrate on telemarketing in the future. This is currently our most successful lead generation resource. Our strategy for 2008 will remain virtually unchanged, the only difference being that volumes will increase.”