

EXTENDED TELEMARKETING
CAMPAIGN FOR
THE LARGEST POLISH SAP
IMPLEMENTATION
PROVIDER



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THE CLIENT

[BCC](#) is an independent consulting company specializing in services relating to SAP systems and IT outsourcing. BCC is one of the largest SAP implementation company in Poland and one of the biggest SAP consultancies in Central Eastern Europe (200 SAP consultants). . BCC partners with SAP from 1995, and since 2009 it is a SAP Gold Partner.

OBJECTIVES

- Support the brand entrance and development on the Scandinavian market;
- Establish meetings with potential clients;
- Enable direct communication and interaction with Scandinavian companies;
- Increase client portfolio through direct collaboration with end clients and through partnerships with IT services providers;
- Increase brand and services awareness on the Scandinavian market;

CHALLENGES

- Identify large enterprises in various industries that already have in place SAP technologies;
- Prospects reluctant to partner with a company from a foreign country due to the misconception that remote SAP consulting is difficult;
- Gather market insights about other technologies similar to SAP used by companies.

SOLUTIONS

NNC's marketing professionals implemented the campaign through four main activities – prospect research; emailing; LinkedIn messaging, and telemarketing.

// Prospects Research

The prospect research included both verticals – end customers and SAP services providers - and was focused on identifying decision makers and their extended contact details.



// Email Campaigns

NNC composed custom email messages, launched and supervised the direct email campaigns. Our experienced direct marketing specialists maintained the communication with prospects in order to set-up face-to-face or phone meetings for BCC's representatives. Follow-up campaigns were also included at this activity.

// LinkedIn Outreach

Some of the activities our marketing team performed at this stage were:

- Set-up new LinkedIn account;
- Research companies from the target market and identify decision makers;
- Enroll in industry-specific LinkedIn groups;
- Developing outreach messages;
- Sending direct messages to prospects, reply and follow-up messages, and setting up meetings;
- Reports on answers and opportunities.

// Telemarketing Campaign

As BCC required an extended approach for the telemarketing campaign in order to gather many specific data from the market, NNC's telemarketing campaign comprised:

- Phone script writing and adjusting;
- Decision makers contacting, and follow-up;
- Answers reporting.

RESULTS

- In 4 months of collaboration, NNC Services generated **15 business opportunities (leads), one of them turned into a contract for BCC;**
- NNC managed to identify and define the prospects' interest in BCC's services.



TESTIMONIAL

“We chose NNC Services for our entry and expansion on the Scandinavian market due to its specialists’ expertise on the IT market and to their telemarketing capabilities that came as an extension to the direct email campaign. We needed a powerful telemarketing professional team, and in a short while, NNC Services proved to be the engine of our internal sales department.”

Grzegorz Grupinski

Marketing Manager, BCC