

FULLY QUALIFIED
APPOINTMENTS FOR
BUSINESS INTELLIGENCE
SOLUTION PROVIDER



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THE CLIENT

[Winfo](#) is one of the biggest QlikView partners in Eastern Europe. QlikView is a business intelligence solution for information management, reporting and analysis that supports enterprise-level managers in taking the right decisions in the shortest amount of time.

THE GOAL

To acquire new customers from 10 million turnover Romanian companies that work with large amounts of data.

CHALLENGES

- The market had very little knowledge of what a business intelligence solution is and how it can help them.
- Target multinational corporations from various industries (such as: retail, pharma, banking, insurances, communications, transportation and media) and explaining how they can capitalize on their own data.

SOLUTIONS

- NNC Services implemented a step by step B2B marketing campaign:
 - // Prepared and implemented the lead generation plan.
 - // Established customer profile
 - // Developed prospects database through list building activities
 - // Custom email and script conception
 - // Cold calling activities for B2B appointment settings.

RESULTS

- We generated 3 to 4 high-quality monthly appointments, with targeted, qualified decision-makers
- NNC Services focused on explaining the benefits of business intelligence solutions, succeeding to educate Winfo's customers.
- In ten months, the client had signed a strategic contract that covered their one-year revenue target.