

SMART

Developing your business, delivering you success



The UK's leading data management and contact specialist

★ Who we are

SMART is an established, award winning, privately owned business, employing a team of around 80 highly trained professionals. We are fully 'Investors in People' accredited and a member of the Institute of Customer Services.

★ What we do

We are data management experts and we combine this with outbound contact techniques to help our client organisations grow.

Some companies offer consultancy services, whilst others roll up their sleeves and deliver. At SMART we believe that the 'thinking' and the 'doing' are intrinsically linked. That's what makes us different!

The benefits that we can bring to your organisation include:

- Generating fully qualified sales leads and appointments
- Increasing customer-facing time for your sales people
- Uncovering new opportunities within existing clients / subsidiaries
- Helping you to better understand your customers and prospects
- Mapping out your 'sweet spot' for growth



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★ How we do it

We take a consultative approach from the outset, so that we can understand what makes you tick and where your 'pain points' are.

And our approach is then tailored to your individual needs; we don't make generalisations and we know for sure that 'one size' definitely does not fit all!

Once we understand your strategic drivers, we can develop a bespoke campaign plan to address your problems and help you grow your business. The mix of tactical activities that we utilise to deliver this support varies in each instance, but includes:

- **Strategic Consultancy (sales and marketing)**
- **Lead Generation and Appointment Setting**
- **Telemarketing and Telesales**
- **Data Validation**
- **Data Cleansing and Profiling**
- **Market Research**
- **Customer Service and Call Handling**

In a nutshell, we employ all of our expertise and the cutting-edge technology at our disposal and we derive real, measurable, sustainable value for our clients.



Tel: 01270 503000

www.smart-contact.co.uk

★ What our clients think...

In our last customer satisfaction survey, 91% of our clients rated our services as either 'good' or 'very good'. Nobody rated us as 'poor' and 80% of respondents were so pleased that they agreed to provide a testimonial!

Here is a small selection:



"SMART are a very focused and professional organisation, their approach to a client brief differs from most organisations in this field. A can do and will do attitude that delivers results".

Adrian Wright, West Bromwich Albion

"Professional service leading to excellent business opportunities".

Chris Middleton, Reaseheath College

"An organisation that cares about providing first class customer service".

John Daynes, The Utilities Exchange Ltd

"Works with us, not for us. Provides what's best for the business, not just what we ask for".

Glynnie Balshaw Jones,
Hodgson & Hodgson

"SMART did exactly what they said they would do from account profiling to booking sales appointments for us".

Rick Wallis, NEC UK



To find out more about how we can help you deliver strategic growth, visit our website www.smart-contact.co.uk



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