

amdocs **clarifyCRM**

International Direct Marketing Programme



See, Gain and Achieve Altogether More with Amdocs ClarifyCRM

As technology and service vendors fight aggressively within diminishing markets, standard lead generation techniques continue to fail and fall well short of expectations. The key to success in the current climate is to utilise analytical techniques to engage with the target and to educate them on route to the sale. This campaign is a perfect example of an Intelligent Lead Development campaign.

Amdocs ClarifyCRM, a division of Amdocs, the world leader in CRM, billing and order management systems, approached Anderson Baillie to tender for their global CSP lead generation campaign.

Their primary objective was to target those Communication Service Provider prospects that represent the best opportunity to close business during their fiscal year whilst ensuring that business for the following year was not missed.

Campaign strategy and budget allowed for a fully integrated campaign including building a contact database, carrying out a research study to assist with providing content and relevant industry messages for the website and direct mail collateral, a series of four direct mail pieces, banner advertising and telemarketing all supported by a dedicated web portal offering interaction and information.

A fully translatable and culturally acceptable set of messages and illustrations were created. (Direct Mail collateral was translated into multiple global languages although where acceptable, English was used.)

Intelligent Lead Development

A global example proving how research findings and intellectual contact with a large target audience can cleverly interact to create leads, particularly within a depressed market.

For a full overview of our Intelligent Lead Generation services visit www.andersonbaillie.com

"We chose Anderson Baillie primarily on the strength of their strategic approach to our complex global business generation requirements. Their professionalism in delivering the campaign ensured that it was well executed, on time and within budget and as a result real business opportunities were identified."

*Annette Chamberlain, Global Marketing Manager,
Amdocs ClarifyCRM*

"It's been a pleasure working on a perfect example of a highly targeted and multi faceted strategic global project. We will continue to encourage clients to approach lead generation in this more fully integrated approach as they really do work both in generating quality leads and in brand awareness."

*Charles Edwards, Account Manager,
Anderson Baillie Marketing*

The campaign was strengthened by the strong call to action to a dedicated and fully branded campaign web portal. This involved a personalised password entry to customers, enabling them to download relevant information on Amdocs ClarifyCRM as well as taking part in a specially commissioned market study and to see online results in real time. The site also provided an entry point into the Amdocs ClarifyCRM global site.

A two stage banner advertising campaign hosted on a leading global telecom news website provided additional leads and traffic generation to the website.

A highly effective example of a Global Campaign allowing for direct and email marketing to be translated into multiple languages including French, German, Italian, Spanish and Brazilian Portuguese.

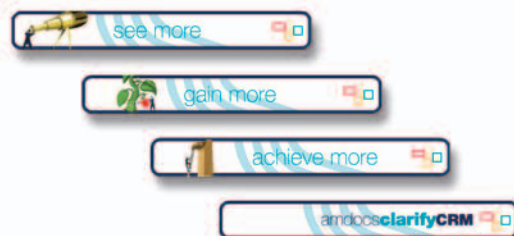
Amdocs campaign mailers



Amdocs campaign website



Amdocs campaign banner



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