



Global Communication Service
Provider campaign



www.morecrm.com website supports global intelligent lead generation 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 Communication Service Provider (CSP) lead generation campaign. Their primary objective was to target those (CSP) prospects that represent the best opportunity to close business during their fiscal year whilst ensuring that business opportunities for the following year are not missed.

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. As part of the Lead Development campaign a dedicated microsite was designed and built to support it.

Supporting Microsite

The dedicated www.morecrm.com microsite supports a global Intelligent Lead generation campaign allowing prospects to gather relevant campaign and product information materials easily and without the confusion of the big corporate site.

For a full overview of our Web Marketing services visit www.andersonbaillie.com/web

Being global, the need for a global call to action was vital. The supporting direct marketing campaign contained a dedicated personal password for use on the website. By keying in your password into the welcome page of the site, each visitor was welcomed with their name and dedicated message. This allowed for an immediate interaction with the prospect allowing them to download key campaign information and to undertake an online survey allowing them to benchmark themselves with counterparts across the globe. The site also provided an entry point into the Amdocs ClarifyCRM global site.

The campaign was supported by a bi-lingual telemarketing programme. Providing the visitors to the site entered their password, we were able to identify who had visited and what their interest was. Each respondent received a call in their native language within 24 hours of responding to the direct mail campaign through the website.

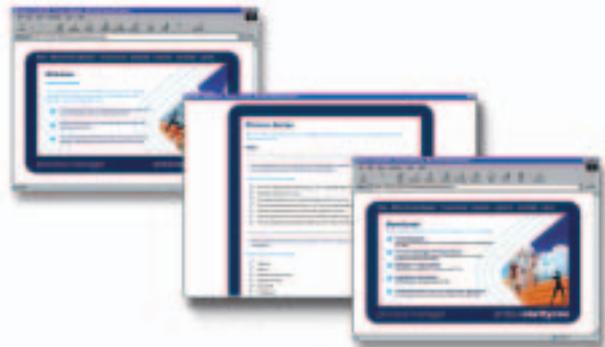
Annette Chamberlain, Global Marketing Manager, Amdocs ClarifyCRM comments:

“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 and supporting website ensured that it was well executed, on time and within budget and as a result real business opportunities were identified.”

Philippa White, Account Director, Anderson Baillie Marketing comments:

“By designing and building a dedicated microsite to support the campaign, respondees can reach the supporting campaign information easily and quickly. All too often campaign call to actions lead to a big corporate site which does its best to confuse the visitor.”

Amdocs website



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