

## Testimonial

<b>Subject</b>	Combined Business Solutions - Telemarketing
<b>Author</b>	Aled Ellis

### Introduction

The Needham Group is a supplier of industrial products (Ink Jet and Laser Coding and Marking Systems). These systems can be considered specialised products; however, they are used in a wide variety of industries for a range of different purposes.

The market within which we operate is highly competitive and we are a relatively new entrant, having only supplied this equipment for two years. The next twelve months signifies a period of significant growth; however, due to the lack of resource available internally we identified that certain marketing exercises must be outsourced to realise this growth.

Having outsourced our telemarketing a couple of years ago to a different company with very little success, I was skeptical about doing so again; however, realised that it was necessary to achieve our goals and objectives. Combined Business Solutions Limited (CBSL) has and continues to provide us with a variety of other services; therefore, we thought that CBSL could be the ideal partner to provide telemarketing services.

### CBSL Service

Immediately, the service provided by CBSL was professional. The project briefing meeting and document was extremely detailed but also painless due to their experience in conducting these meetings. The fact that CBSL staff took a genuine interest in our products and were keen to learn more by visiting actual installations was also very encouraging.

The most important element for us when conducting the trial was to ensure that every appointment is 100% genuine and verified to an extremely high level, we also specified a desired number of appointments to be arranged within the agreed timescale. I was extremely pleased when the desired number of appointments was achieved a week earlier than agreed, all of which were genuine; the trial was a successful exercise and produced a good return on investment.

Finally, the communication and reporting received from CBSL is something that we value highly. The staff are extremely friendly, helpful and have a great understanding of our products and our company. We now consider them a vital and valuable addition to our team.

<b>Telephone:</b> +44 (0) 1948 662629	<b>Email:</b> <a href="mailto:info@needham-group.com">info@needham-group.com</a>
<b>Fax:</b> +44 (0) 1948 665045	<b>Web:</b> <a href="http://www.needham-group.com">www.needham-group.com</a>