

Case Study : Touchbusiness Ltd

Major benefits for telemarketing firm

Touchbusiness is reaping major benefits following the installation of an Online Hosted Application from Pennine IT.

Our client, Touchbusiness, a leading telemarketing and lead generation company, needed to enhance their service offering in such a way as to help mark them out from the crowd. After spending a pleasant hour chatting to our consultants, they decided upon commissioning one of our online applications that would:

- **Provide a Value Added Service**
- **Form a Unique Selling Point**
- **Increase visibility and client confidence**
- **Streamline their campaign setups**

The commissioned application was the **Campaign Appointment Portal**. It has been seamlessly incorporated into the existing touchbusiness website and now forms an integral part of the Touchbusiness operating model. Allowing clients to log into the system to see how their campaigns are going, to see where changes may be required and to receive automated confirmation of appointments that have been made.

A great partnership delivering a great application.

Pennine IT Solutions Ltd provides a number of online applications that can be seamlessly integrated into your business to provide major benefits and increased customer loyalty. Additionally, due to our sophisticated technology stack and business knowledge, we can ensure:

- An understanding of your business
- Speed of delivery
- Cost effective solutions
- Robust applications
- Automated backups



**IT Consultancy – Process Design
Bespoke Software Design
Online Applications (Web Apps)
Project Management
Remote Data Backups**



Results Driven Sales and Marketing Communications

Marketing is about knowing what your customer wants and delivering it in a way they respond to most. At touchbusiness we will help you to present your business to your market in a way that will attract more customers and deliver more sales.

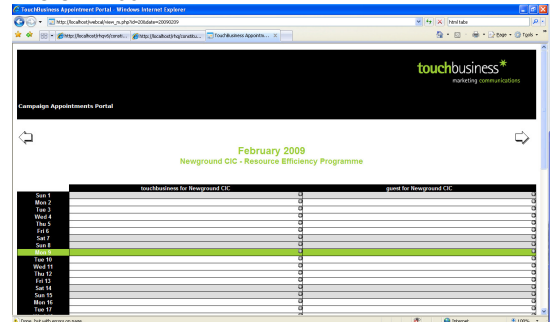
Our service is personal and flexible and focussed totally on getting the results you want. You can 'pick and mix' from our services or we'll put together a package that's just right for your needs.

We don't do jargon, we do deliver value for money. We simply offer excellent creative led marketing solutions.

Visit us at www.touchbusiness.co.uk



The CAP Tool



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