



CASE STUDY | WATTS GROUP PLC

“This was the first time that I have used KMB (although we have used them as a firm before) and I am pleased to say the experience exceeded expectations. The service was very professional and results oriented. Would definitely use them again”.

Robert JG Burke BSc (Hons) FRICS London Lead Director
UK Executive Management Team, Watts Group PLC

CAMPAIGN OBJECTIVE:

To generate face to face meetings on behalf of Watts Group plc in relation to building surveying services.

CAMPAIGN LENGTH:

Working with Watts Group PLC for over 15 months, this specific campaign was 6.5 days.

CLIENT DESCRIPTION:

Watts Group PLC have built their business around really understanding their clients. With 45 years as an independent property and construction consultancy their client relationships have strong foundations. Every day Watts specialist consultants provide building surveying, project



management and cost consultancy advice across the UK, providing solutions and impartial support that clients really trust.

RESULTS:

Excellent results achieved 18% conversion of DM conversation to appointment with a further 21% of prospects interested to discuss opportunities in the future.

KMB also worked on Watts Group PLC CRM system Lesus Nexus – giving the client ‘real time’ results and updating the CRM system with relevant information and intelligence gained on the call.

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