

CASE STUDY - Connor Solutions Ltd

“KMB have continuously proven they generate a good return on investment, which is why we continue the relationship, we base the results on quality & sales generated, KMB are working to a strict predefined criteria of what we require”

CAMPAIGN OBJECTIVE:

Objectives of activity

- Build Brand awareness
- Fully profiled companies
- Generate good quality appointments.

Criteria of Appointment:

KMB to generate a no obligation (exploratory meeting) with any company that spends 500k or has potential in the future to spend >500k per year on EMS.

CLIENT DESCRIPTION:

Since 1999, Connor Solutions Ltd has grown to become a leading contract Electronic Manufacturing Services (EMS) provider, forming long-term partnerships with high performing customers who operate in niche markets in the UK and Ireland.

Over the years we have continued to go from strength to strength, by providing bespoke services for each of our clients. It's this dedicated service that has meant that we have grown to become one of the largest privately held EMS providers in the UK.

CAMPAIGN LENGTH

Telemarketing activity is part of our ongoing sales and marketing strategy, KMB have run an ongoing campaign since September 2015 this activity will continue to evolve and move forward.

RESULTS:

KMB have continuously proven they generate a good return on investment, which is why we continue the relationship, we base the results on quality & sales generated, KMB are working to a strict predefined criteria of what we require.



connor
SOLUTIONS



**28,016 meaningful
conversations
in 2018***

* KMB had across all campaigns