

Case Study



Company Background

This company manufactures barcode and RFID labels as well as barcode and RFID printers used for pricing, inventory control and date coding.

Target Market

Retail and industrial supply chains.

Business Challenge

They wanted to initiate customer feedback and research future needs projects. They wanted a company that could create interview scripts and effectively contact customers and prospects to conduct interviews and engage them in an open-ended conversation to gather market intelligence.

Solution

LeadMaster created questionnaires to capture responses, conducted interviews and entered the data into the online database. LeadMaster also completed the research projects and gathered critical market intelligence from customers and prospects at an accelerated pace.

Results

These insights equipped the company to accurately evaluate its market needs for the future. As a result, they were able to uncover a critical mass of information in a short timeframe and use it for decisions about future products.



Customer Survey

Summary

“LeadMaster provided very professional consulting up front and equally effective project execution during our campaigns. They helped us achieve our dual goals of finding out what our customers liked and didn’t like, and what they wanted in future products. In addition, LeadMaster had the resources to complete the project on time, despite some curve balls we threw them.”

Account Profiling

Appointment Setting

Lead Generation

Lead Nurturing

Prospecting

TeleSales

visit: <http://www.LeadMasterDirectmarketing.com>

800-699-4164

E-mail: sales@leadmaster.com

Blog: <http://blog.leadmasterleads.com/>