

## Case Study



### Company Background

This company manufactures postal mail systems and provides addressing and customer intelligence software.

### Target Market

The market is any business that uses the postal system.

### Business Challenge

The company needed to know what customers thought about its products, support and services. The company had a client data file of 22,000 records but no process for managing and analyzing the data.

### Solution

LeadMaster designed a customer survey that confirmed contact data was correct; uncovered customer perceptions about the company's products and support; gathered general comments about how it could improve and correlated the comments to provide statistically relevant data. The campaign, conducted over nine months, allowed LeadMaster to engage the company's customers on five different occasions, gathering feedback to specific questions and uncovering problem areas. The data was used to populate a custom online database that provided real-time reporting and statistical analysis.

### Results

The LeadMaster process allowed the company to bridge the gap between sales and marketing by uncovering valuable trends. The company was able to identify which products customers were most and least satisfied with. The company was also able to find out if customers were considering other vendors and why.



# Market Research

LeadMaster's analysis report helped establish objectives for 2010, which pinpointed marketing activities and helped the company respond to cross-sell opportunities identified by the data.

## Summary

“After working closely with the LeadMaster team for a year, I saw them as a valued partner and essential element to our closed loop process. Their response to my needs was prompt and professional. They were involved with a very crucial project for our organization and provided top quality results.”

## Account Profiling

## Appointment Setting

## Lead Generation

## Lead Nurturing

## Prospecting

## TeleSales

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