

PROSPECT RESEARCH

telemarketing you can trust



case study

Company Background

Prospect Research work with Streamline, part of the Retailer Solutions Division of the Royal Bank of Scotland Group. The Retailer Solutions Division have specialised products that cater for small to medium-sized businesses and global corporate customers.

The brands provided by Retailer Solutions are Streamline, WorldPay and Bibit. They are able to offer customers payment solutions for eCommerce, mail/telephone order, call centre and face to face processing.

Selecting Prospect Research

Through a variety of different campaigns, Prospect Research has built up a wealth of experience in contacting companies in the retail sector, from high street retailers such as The Arcadia Group and Sainsburys to small corner shops and garages.

Our team is proficient in finding out about current requirements and future plans, in order to market the most appropriate product.

The role of Prospect Research

Our most recent telemarketing campaign for Streamline involved contacting small to medium sized business to discuss their current payment requirements and issues, and to speak to them about installing the Streamline system. We arranged a wealth of appointments for the Business Development Managers at Streamline to meet people who handle card transactions.

Working alongside the sales team at Streamline has meant that Prospect Research has been able to conduct a range of targeted campaigns to various retail sectors, and substantially increase the number of leads being passed through to the Streamline sales team.

Feedback

Veda Jones, Sales Manager at Streamline, states

“Using Prospect Research to conduct the telemarketing for our campaigns has ensured that our sales team are free to attend meetings. The team at Prospect Research have delivered the results needed, and I have been impressed by their confident and organised way of working.”