



Case Study

Excalibur



..We would highly recommend Prospectvision to any company wanting a more dependable lead generation tool...



John Reeves
Marketing Co-ordinator
Excalibur Communications GB Ltd

The Scenario

Excalibur Communications has an excellent track record in providing a range of mobile, mobile email, fixed line and IT solutions to satisfy the business requirements of their clients. In particular, Excalibur's total business service provides a valuable and trusted tool for small and medium sized businesses throughout the UK.

But Excalibur had a dilemma. How could they identify potential customers to their websites, and what they might be looking for?

The Solution

With this in mind, the company heard about the Prospectvision solution, and was immediately struck at how beneficial this business model could be for Excalibur's business. After discussion with the consultants at Prospectvision, Excalibur decided to implement the solution.

The company now uses Prospectvision for two of its business services - primarily to ensure that Excalibur has good qualified and quantified sales leads. In the words of Excalibur's Marketing Co-ordinator John Reeves, "The leads created have proved to be reliable and have impressed us with their volume".





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The results

Excalibur receives the contact information of the lead and a wealth of data about the potential customer's browsing activity on its websites. The company has found the data to be well structured and clearly laid out on the Prospectvision web-based application - with the data being sent to them on a regular weekly basis. This allows Excalibur time to act swiftly on the lead and turn the curiosity of potential customers into a sale.

About Prospectvision

Prospectvision was formed in early 2007 in response to a growing realisation that understanding who was visiting your website and what they were interested in could provide a powerful lead generation service for sales and marketing managers alike.

Prospectvision's unique Behavioural Inference Engine (BIE) identifies the anonymous visitors and turns them into actionable, qualified sales leads. Since the launch to market, Prospectvision has rapidly established itself as a results-driven organisation with a strong track record and a growing list of customers.