



Case Study

Purpose Software

“ Prospectvision has been instrumental in securing three deals with an overall gross profit of £30,000... ...it's a salesman's dream, knowing the person you are calling is already interested in what you have to say! ”

Michael Burke, CEO
Purpose Software

The Scenario

The customers of Purpose Software see it as the leading provider of service management and billing software for office equipment dealers, with particular skills and experience in the photocopier space. The solutions offered by Purpose Software enable its clients to exceed their customers' expectations, whilst maximising their own profitability.

The challenge that Purpose Software faced prior to the implementation of Prospectvision was how to attract new clients. Purpose Software has been very good at selling by referral, and at upselling its existing customers, but it needed to supplement this with new names. Purpose Software staff could cold call all day (and they do!) but always have to rely on chance that they will talk to someone when they are in buying mode.

The Solution

The solution was the introduction of Prospectvision to Purpose Software, which allows the company to identify and speak to people who are already in buying mode. Prospectvision gives its clients the ability to identify who has been on their website, for how long, what they looked at and how often they did so - enabling the client to hone marketing messages for the target audience.





Prospectvision Ltd
Reading Enterprise Centre
University of Reading
London Road
Reading
RG1 5AQ

Tel: 0844 589 5000
Email: leads@prospectvision.net

The results

Prospectvision has been instrumental in securing three specific deals for Purpose Software with an overall gross profit of £30,000. In the words of Purpose Software's CEO, Michael Burke, "Prospectvision helps you to identify potential customers who thus far have only looked through your shop window - you are helping those who have hesitated over your 'Contact Us' form on your website!"

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.