



## Support to help grow new product for a Global Credit Card Brand: Supply Chain Finance

### client requirement

Post their own in-house micro pilot, a Fortune 500 listed financial services company appointed Pitch! Marketing to develop a telemarketing campaign to increase awareness of a new product offering, outside of their usual services, to UK Corporate businesses, in order to acquire new business. Initially Pitch! were considered alongside another marketing company and secured the campaign due to Pitch!'s proven track record in engaging with businesses of all sizes and their consultative manner, acting as an extension of their own team.

Given Pitch! were charged with calling on behalf of this client and their established and powerful household brand, Pitch!'s transparency gave this client the comfort of knowing their valued brand and their clients were in excellent hands of seasoned professionals.

Pitch!'s infrastructure, being part of an established group, supported the client's stringent compliance requirements and Pitch! were able to provide transparency and the necessary metrics, in order to provide full reporting and insight to all stakeholders.

Within the last 12 months of the campaign, the client had a target totalling **£14,000,000** of income to be generated, and Pitch! delivered in excess of **£22,000,000** of signed business. In addition, there was a further pipeline equating to the same levels of income, signed but pending initial transaction, when the client was ready to take the process in-house, having worked closely with Pitch! and having benefited from consultancy in that process. In total, the relationship spanned 2 years.

### pitch! marketing's approach

Pitch! Marketing worked closely with the client to determine the initial phase. The client had their own expectations, given they had undertaken a micro pilot in-house prior to engaging with us, so on day one we started with a sheet with insights of that pilot. We continued to work closely and consult with the client regularly throughout the campaign; particularly in the initial phase, to enhance and tailor the framework of activities being conducted, as we picked up important feedback and intel with every interaction with the client's database.

We undertook regular meetings and call reviews, and quickly the Pitch! team became an extension of their own sales team, regularly being invited to join the client at their team sessions. In order to gain timely updates on cases and ease any admin on the client, Pitch! held brief monthly pipeline reviews with the client's sales team, managing the process. The team involved Pitch! in undertaking the next phase of on-boarding the newly acquired client's suppliers and customers – which included imparting knowledge of the features and benefits to a new generation of potential and future clients themselves. This involved building rapport and relationships, trust and educating as to the benefits such a new facility could bring.

Post the initial trial period, the client was thrilled and extended to a larger campaign, which lasted a further 2-year period. Throughout this time, Pitch! were their sole external provider in respect of their working capital solution.