



CARATELEMARKETING

# The **Relationship** Agency

Don't just  
take **our** word  
for it...

Take a closer look at Cara  
Telemarketing through three  
in-depth client profiles.

Over the past 12 years Cara Telemarketing has serviced a wide range of B2B technology businesses on a host of diverse projects. Here, we profile three current technology clients, hear what they look for when selecting a telemarketing agency and learn about their experiences of working with Cara.

## Maya HTT

Maya HTT has over 35 years' experience developing and implementing specialised software solutions in a wide range of verticals including engineering, manufacturing, aerospace and defence. In 2019 Maya HTT won the Worldwide Partner of the Year award from Siemens and expanded the company's operations into the UK. They sought support from Cara Telemarketing to help them establish and develop their local footprint.

**Services:** Data building, prospecting, lead generation, event project management.

As well as being an Autodesk Platinum Partner, Cadline is a respected software developer and market leading consultancy, training and support provider with over 30 years' experience. They sell across a wide range of vertical markets; from architects and designers to local authorities and construction and manufacturing companies. Cadline and Cara have built a close working relationship over many years.

**Services:** List building, data cleansing, lead generation, event marketing, customer research and profiling.



StaffSavvy is a suite of applications, developed by Smart Blue, for getting the most from a large workforce by combining all Rota, HR, Training and Compliance systems in one platform. They sell to various market sectors including venues and visitor attractions, student unions and universities and have some care sector clients. Smart Blue relies on Cara to help generate leads to fill their opportunity pipeline.

**Services:** Data building and cleansing, lead generation.

# What you know as well as **who** you know...

When you ask a third-party organisation to make contact with prospective customers, you need to be supremely confident that they are representing your brand with the highest level of professionalism. All too often, however, telemarketing agencies employ inexperienced agents with limited experience in an attempt to maximise profit margins.

The importance of telemarketing experience is highlighted by Rita Azrak, Global Marketing Director at Maya HTT:

*"I think we underestimate the importance of the skills necessary to telemarket – it's a fine art that not all are blessed with. With Cara I realised that I was dealing with people who really did have experience and knew how to get in contact with the right people compared to others where you don't always get that level of expertise."*

Such an inexperienced approach is short-sighted – and because it rarely delivers the results you need it's also very unlikely to foster a healthy, enduring relationship between supplier and client. Maxine Whiteway-Roberts, Marketing Manager at Cadline has a strong relationship with Cara precisely because of her positive experiences:

*"The relationship with Cara is such because they are expert at what they do – and have taken the time to understand our business. When we tell them what we're trying to achieve, they tell us how they would approach things, which is important input."*

A good telemarketing agency certainly takes time to really get under the skin of its client's business – only then will its agents be confident enough to lead a free-flowing conversation. Andrew Treadwell, Director at Smart Blue, comments:

*"Cara is a boutique agency - not a massive team who have been briefed for 10 seconds before they start dialling numbers! They get to know the product and messaging so that this knowledge feeds into the calls with conversations that work at the time depending on the situation rather than just reading a script."*

## No **scripts** required

# Sector specific experience

It also goes without saying that you should also try to find an agency with previous experience dealing with the specific vertical markets you're targeting. Rita Azrak was reassured when she first engaged with Cara:

***"I felt that Cara really knew what they were talking about when I spoke with them, their experience in their field was obvious and it helped that they already knew our industry as well as the local market. They had already worked with companies in our specific space. That for me was a big plus."***

This sentiment is echoed by Justin Whitford, Sales Director at Maya HTT:

***"Clearly Cara know the marketplace and have a really good insight into the customers that we're trying to attract. Their knowledge of the sector has facilitated the process of priming and then acquiring the right level of contact. I'd say they're certainly an above-average telemarketing organisation."***

To facilitate a telemarketing agency getting truly 'under the skin' of the business, the client should foster an open and communicative two-way relationship, as Azrak stresses:

***"It's imperative to be extremely close and collaborative, particularly at the beginning. The team from Cara were on our calls, preparing for the project and we were very open at exchanging information and results."***

It's typical for Cara's clients to describe them as an extension of their own team, as Whiteway-Roberts says:

***"Although they're an external company, I think of them as being part of Cadline because we've worked with them for so long, we work so closely and they completely understand our business. This combination of factors means they absolutely add value to what we do!"***

A true working partnership has additional benefits – and Cara is never shy to support a client in ways which may traditionally be considered 'out of scope'. Azrak reflects on when Maya first came to the UK market:

***"As we were new to the country from a marketing perspective, Cara provided real guidance, they helped coach us and even reviewed our event invitations to ensure the language was on point. They then represented Maya marketing locally during our events. That level of involvement was really important to the extent I felt that they were a part of our own team!"***

## Going above and beyond

# Relationships built on **trust**

Trust is the reason Cara Telemarketing enjoys numerous long-standing client relationships – something that's established from the get-go of any new client-supplier engagement.

Smart Blue Director, Andrew Treadwell, is conscious of the fact that telemarketing agencies are often at the 'coal face' of lead generation:

*“Quite often they might be the first direct interaction someone has with the brand - Cara's at the cold edge of marketing, trying to push further and get interest in the product. Trust in their pedigree is imperative.”*

Rita Azrak from Maya HTT was lucky enough to have a personal recommendation:

*“We weren't very well known in the UK at the time and we needed a telemarketing agency to reach out to the right people. The fact that Cara Telemarketing came recommended by Siemens helped a lot. And what they said turned out to be good advice.”*

Others such as Maxine Whiteway-Roberts from Cadline inherited Cara when she joined the business and quickly understood that there was no need to change supplier:

*“I've worked with Cara for 4 years, but the company have known them a lot longer. I've always had complete faith that they're going to do a good job - you've got to trust the people that you're giving your business to.”*

Inevitably, in every client-agency relationship, things don't always go perfectly according to plan – the crucial factor here, and one essential to maintaining trust, is transparency. As Azrak points out:

*“Marketing agencies have to be as comfortable presenting poor numbers as they are at sharing successes so that you can adjust the focus of each campaign accordingly – and I believe this to be one of Cara's strengths.”*

Whiteway-Roberts adds:

*“One thing that I really like about Cara is I know they'll always be very honest. The team are quick to come back and say – 'Listen this isn't working, we have to change something'. I know they're not going to take our money and just do what we ask them to do without giving us timely feedback.”*

# Not afraid to tell you how it is

# All about results

Marketers obviously want to see the impact of any activity on the bottom line. Cara Telemarketing always aims to provide excellent value for money and while cost is clearly very important – it shouldn't be viewed in isolation – it's also about results.

On the subject of results, Whiteway-Roberts comments:

*“One of our targets as a marketing team is leads, and Cara are instrumental in helping with that. Even if you just take the events that we run, without Cara driving attendance, they wouldn't be as successful – that's an absolute fact. We've tried to do it with our own sales team and it simply doesn't work. From my point of view, when we put on an event, and we've put on quite a few very successful events over the past couple of years, Cara are pivotal in driving awareness and attendance.”*

Azrak adds:

*“Cara helped ensure we got the event numbers we were looking for, achieved a good level of attendance, booked meetings so that we have opportunities attributed to the event from the telemarketing activities, helped us with database analysis as well as calculating return on investment.”*

Treadwell from Smart Blue concludes:

*“The first round of activity yielded a lead that paid for the telemarketing over the course of the year and we also learned a lot in terms of targeting. The proof of any marketing is what you get out of it and certainly from the evidence so far it seems to be well worth it.”*

To learn more about Cara Telemarketing, or to book a project consultation, visit [www.caratelemarketing.com](http://www.caratelemarketing.com)