

Quadient and IRSMarketing – Inspiring Teamwork Brings Unrivalled Success!

Case study



The client said:

“The teamwork between IRS and Quadient is unrivalled – it is a positive partnership.”

**Mustafa Atik, Enterprise Sales Manager,
Quadient**

“The relationship between IRS and Quadient is exceptional, a first-class demonstration of what can and should be achieved by two separate - yet integrated – teams.”

**Melissa Burns, Senior Marketing
Manager**



Client profile

IRSMarketing, Europe’s leading B2B sales pipeline generation agency for the global tech industry and Quadient, the fastest growing customer communications management provider globally, have over the past 12 months worked in partnership on highly successful marketing campaigns to increase the customer-base for their innovative Customer Experience (CX) platform.

The campaign

When Quadient first contacted IRS, their requirement was for the undertaking of a strategic marketing campaign consisting of Sales Pipeline Generation services – an optimum mix of tele, email, follow-up, nurturing and close-the-loop. The campaign started out as a 3-month pilot and due to the success of the campaign, Quadient instructed IRS to continue with the project for the remainder of the year.

Fundamental to the success of this project both the IRS and Quadient teams have seamlessly merged into one first-class, joined-up and integrated sales function.

The brief

The IRS team initially set about to fully understand the brief set by Quadient, to then set timelines, budgets and objectives around their goals. These were agreed by Quadient prior to the project starting – and it is at this stage when IRS really comes into its own and adds value for our clients.

This meant that both teams knew in advance of the project commencing what to expect AND most importantly, what was expected from them.

And, at each stage of the project, these milestones were reviewed and assessed to ensure everyone was doing their part in the succession of events.

The Business Development Executives at IRS visit the Quadient team at their offices in Reading, UK, once a month and spend quality time building relationships with their Sales team, discussing what works best and why, and any improvements both teams feel is required. This is reported back to the IRS/Quadient teams and acted on accordingly. IRS consistently works in unison with Quadient to flex and blend our service offering to suit their ever-changing business requirements. The two teams hold weekly two-way campaign effectiveness calls, open discussions to consider improvements, account planning and reviews.

What happened

This is a fantastic demonstration of teamwork at its very best and IRS prides itself on this element of our service offering. As a result, IRS has achieved a 64x ROMI for Quadient, which is an amazing achievement for both teams working across the sites.

 01869 321800

 marketing@irsmarketing.com

 www.irsmarketing.com

