

**The Client** – An eLearning offering for NHS, Care Homes and Medical Teaching Universities

### **The Challenge...**

Our client came to us over 2 years ago as a fledgeling company. At that point, they had a small number of clients but were looking to get to critical mass within a specific timed period. Their marketing strategy needed a full reform in terms of targeting, so we had to guide them through the entire process. We agreed on a pilot telemarketing project to assess their suitability within the highly competitive healthcare market.

### **The Project...**

Owing to the huge success that we have enjoyed, securing appointments with Universities and NHS Trusts, we now represent our client 2 days per week purely within the Care Home sector to build this sector up. Our monthly target in this sector is 6 appointments which we are comfortably achieving.

### **The Results...**

We offer appointment generation for two days each week and during our time together, our client has:

- Over 120 NHS Trusts using their portal
- Over 70% of the Medical Teaching Universities and Hospitals on board
- An increasing number of Care Homes joining the portal

During our relationship with the client, we have exceeded the target consistently, month after month. We are now on a constant rolling programme helping this now very successful business to become a serious player in the provision of eLearning portals within the Care and Medical sectors.