



CASE STUDY: MARKETING

*'Using GoldMine has saved our business
£50,000 so far...
I would recommend it to anyone'*

*Fay Branch,
Chief Executive.*

Corporate Profile:

Zoo People is a UK based Field Marketing and Sales Promotion Agency specialising in the provision of experienced personnel for Merchandising, Auditing, In-Store Demonstrations, Car/Van Sales, Sampling, Point of Sale Implementation, 3rd Party Sales Forces, Exhibitions and Roadshows.

Zoo People provides tactical and strategic support across all market sectors including Multiple Retailers, Department Stores, Independent Retailers, Off Licences, Convenience Stores, Pubs, Clubs, Bars, and Cash and Carry's throughout the United Kingdom.

During 12 years of trading, Zoo has acquired enormous expertise across the whole range of Field Marketing activities and has undertaken small and large campaigns for many blue chip companies.

Instrumental in launching Orange, Zoo undertook in excess of 600 events each year for 2 years as well as providing a full time merchandising and auditing team of 26 staff.

A member of the Field Marketing Council of the Direct Marketing Association, Zoo People provide experienced and professional promotional staff, merchandisers and demonstrators who are experienced in all types of activity including sampling of FMCG products, cooking of food, selling promotional deals, and demonstrating household products.

The GoldMine Solution:

Originally, Zoo People implemented a GoldMine 4.0 system which provided them with an excellent starting point. However, in September 2000 they enlisted the support of GoldMine Solutions Partner, Prior Analytics to expand and review the use of the system to meet the changing needs of their business. Currently, Zoo People has 20 employees running GoldMine® 5.0 out of three offices which all synchronise back to their headquarters in Buckinghamshire on at least a daily basis using an Internet direct connection (IP to IP) managed by GoldSync.

The Business Needs...

Zoo believe that each type of activity requires different skills and therefore a different type of "animal" is needed for each type of activity. To enable Zoo to provide the correct individual for each job, they needed a solution which would allow them to store details of their 3,500 "animals" and match them to the tailored requirements of each individual client.

GoldMine is an ideal solution for the company as it is sufficiently flexible for their ever-changing needs and allows them to store details of both clients and Zoo personnel. Synchronisation is also essential as many "animals" are recruited from a satellite office (often in the evening) and details can easily be uploaded to the main office on an 'as required' basis.

Zoo undertake a wide variety of projects on behalf of clients such as Procter & Gamble, Ernst & Julio Gallo, Chupa Chups UK, Beverage Brands and Booker Cash & Carry.

Last year Zoo won a contract to undertake a telemarketing/sales campaign on behalf of a major supplier of Premium Packaged Spirits. Fay Branch, Zoo's Chief Executive, immediately realised that GoldMine would be an ideal tool to enable the telemarketers working on the project to conduct their interviews and to analyse responses and record sales made. Claire Robinson and Robert Colborne of Prior Analytics quickly and successfully adapted the configuration of GoldMine to include a telemarketing script which automatically populated new GoldMine custom fields.

Using the GoldMine import wizard they then imported a database of all the pubs, clubs and bars in the UK which were to be targeted in the campaign. GoldMine's powerful activity management and analysis made it easy to monitor the call rate of the users and accurately measure the quality of the data. This also made it easy to report back to the client during the course of the campaign.

A key point was that the newly-recruited telemarketers found the system very easy to learn and to use.

Benefits:

Fay Branch believes that it would now be "impossible to run the business without GoldMine" and has calculated that overall, the deployment of the solution has saved Zoo over £50,000. Choosing Prior Analytics as their GoldMine Solutions Provider has also proved an excellent choice as "Prior have both the business expertise and technical resource to support Zoo's changing requirements on an on-going basis".

The Future:

Zoo are about to deploy the Sahara SMS messaging system (supplied by Prior Analytics) which integrates directly with GoldMine. This will allow them to contact their "animals" quickly and cost effectively via their mobile phones as relevant jobs become available for them.



ROADSHOWS



CAR & VAN SALES



MYSTERY SHOPPING



AUDITING



POINT OF SALES IMPLEMENTATION



MERCHANDISING



EXHIBITION STAFF



IN STORE DEMONSTRATIONS

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