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# Telemarketing

## Telemarketing case study

Client: Avecia

Avecia (formerly ICI and Astra Zenneca), a global specialty chemicals company with over 2,600 employees, found considerable spare capacity in their Effluent Treatment Plant (ETP). They considered the marketing options available and asked Abtel to investigate how we could support them in achieving their objective.

Abtel proposed a proactive telemarketing campaign targeting industrial waste/effluent-producing organisations in Scotland. Our experience in communicating with decision makers in a variety of industries produced a substantial number of high quality leads that met all their requirements.

Our client stated:

“The campaign was focused and very client directed. I was well informed at all stages and (the campaign) surpassed my expectations. An excellent outcome. Very well done, Abtel &hellip; Would not hesitate to recommend.”

On the strength of this campaign our client has recently approached Abtel to provide support with a future initiative.