



Sample Marketing Campaign Field Service

Updated March 2012



Program Overview - Phase I

- Integrated lead generation program
- Theme, content and graphics development
- 773 targeted prospects in Canada
- Partner prospect database append
- Hosted program microsite for 6 months
- Email blast to all prospects
- Outbound telemarketing to all prospects
- Post telemarketing distribution of offer to all prospects

Program Overview - Phase II

- Lead and Prospects nurturing program
- Monthly email marketing with specific call to action and offer
- Direct prospects to microsite for white paper and information
- Follow-up sales calls to all prospects who visit microsite

Campaign Samples

You're counting on him. He's counting on Intermec.



To get the job done right, there's no room for compromise. You need the right technician in the right place at the right time. But being successful in the field doesn't take a miracle. It takes hard work, smart planning and the best technology. Our solution can help you manage your and its end operational process from work order management, labor scheduling, automated dispatch, GPS tracking, paperless service, and automated invoicing.

What if you could...

- Increase revenue by adding 1 stop per day per field technician?
- Reduce labour costs by 20%?
- Improve mobile work force productivity by 10%?
- Increase on-time performance with optimized routing/scheduling?
- Reduce mileage by 10%?

Let us show you how we can put these levers within your reach. Join us for an upcoming webinar and learn more about Intermec and Pantonium solutions or request a no obligation Quick Impact Analysis today!

[Register to attend one of our upcoming Webinars](#)
[Requesting a Quick Impact Analysis](#)

For more information contact Pantonium today!
 647-347-7533
 Sales@pantonium.com
 252@pantonium.com/pantonium

Intermec PartnerNet

Put profitability in the palm of your hand.



Meet the new Intermec C540


For proven results you can count on, download our Field Service Best Practices White Paper or visit us online to learn more.

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Email Blast

Pantonium Inc.

You're counting on him. He's counting on Intermec.



Home

Value in the field and office!

Pantonium's value stems from increasing office based solutions are completely agnostic to the solutions for mobile workforce enabling, scaled utilization of existing resources to enable revenue versus years with traditionally installed on-prem modular solutions allow for seamless integrated operational efficiency - 75% reduction in one day.

Customer Satisfaction - Customers have reported up to 20% reduced paper by utilizing POC and signature & E-signatures - Through optimization customers improve service profitability by 20%.

Contact us today for a complimentary QIA OR register to attend one of our upcoming Webinars

[Complimentary Quick Impact Analysis >](#)

[Register to attend an upcoming webinar >](#)

Full Name

Company

E-mail

Phone Number

Please Select

- Request a Quick Impact Analysis
- Attend an Upcoming Webinar
- Request More Information

How many vehicles/field techs do you have?

What is the average mileage driven per day per field tech?

Average number of stops per day, per tech?

How many dispatchers do you have?

Preferred Webinar Times

- Morning
- Noon
- Afternoon
- No Preference


Best time to reach you

Comments


Enter the message as it's shown *

Intermec PartnerNet

Register for Webinar



Complimentary Quick Impact Analysis



Intermec C540
The most compelling thing about it is everything.

[Learn more >>](#)

Workforce Optimization | Work order management | Data collector | Productivity measurement
Resource Management | Vehicle/technician tracking | Parts logistics handling | Asset management
Revenue Assurance | Customer close-out | Up-selling/cross-selling
Performance Control | Technician training & support | Integrated testing

For proven results you can count on, Intermec Field Service Solutions delivers. We invite you to learn more about each of the 4 Keys to Success in the Field by downloading our Field Service Best Practices White Paper.

Contact us today for a complimentary Quick Impact Analysis OR register to attend one of our upcoming Webinars >

[Complimentary Quick Impact Analysis >](#)

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Field Service White Papers

- [Tap 2 Tap for Choosing Mobile Computers >](#)
- [How Business Process TCO for Mobile Computers >](#)
- [Increase Labor Effectiveness Beyond Profitability >](#)

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Microsite: <http://ipcmarm.com/pantonium>

Campaign Results

Phase I Campaign Results	
Telemarketing Leads Generated	20
Email Blast Leads	5
Prospect Interviewed and Qualified	59
Total Leads and Prospects	84
Total prospects reached via email and telemarketing	617

Campaign Analysis

	Cost per Contact	Cost per Lead & Prospect	TM Hours to qualify 1 prospect	TM Hours to generate 1 Lead
\$4,000 Program Investment	\$6.48	\$47.62	1.13	3.5

Please Note: Canadian telemarketing campaigns yield higher results than US campaigns.

Critical Success Factors

- Clearly identify prospect profile
- Review and prioritize prospects before launch
- Prospect appropriate call to action
- Sales follow-through, review and feedback
- Plan long-term multi-touch approach to nurture prospects and leads



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Partner Concierge

For more information or to build a campaign to
meets your specific needs please contact IPC

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