

Prompt Communications launches Prompt Insight: Packaged Market Research Services for Sales-Driven Businesses

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Cost-effective marketing services from Prompt enable B2B vendors to identify sales opportunities and engage prospects quickly and effectively in challenging markets

London, UK, and Cambridge, MA – 17 February 2009 – Prompt Communications, a transatlantic marketing, PR and copywriting consultancy has launched a new cost-effective and simply packaged market research service called Prompt Insight. The service targets the needs of sales managers looking to identify gaps in services and provide lead-hungry sales teams with quantitative and qualified insights into market conditions, demands and opportunities.

Comprising a broad range of services including mystery shopping, gap analysis, market demand and product comparisons, Prompt's offerings are designed specifically for sales-driven companies that need to accurately build sales pipelines and rapidly engage with prospects. Prompt Insight ensures marketing investment is optimised by targeting top-level prospects based on relevant and compelling information.

Hazel Butters, CEO of Prompt Communications said: "In a recession, it is simply not enough to concentrate on your own market; the smart players are looking at their market's market; identifying gaps and opportunities and then demonstrating how their products help other companies fill those gaps; driving return and leading to a compelling sales pitch."

Prompt was recently appointed by telecommunications solutions provider Telsis to design and analyse a consumer research project across mainland Europe including Italy, Spain and the UK to assess consumer use of short messaging services (SMS), to provide quantitative and anecdotal insight into the target markets of local mobile phone operators.

Gavin Ray, marketing director for Telsis said: "We knew that we needed to be able to present well orchestrated and compelling customer insight to mobile operators allows us to demonstrate the revenue potential of our products in their markets. We were delighted by the depth of analysis and simplicity of the engagement using the Prompt Insight programme."

Prompt Insight begins with a set of objectives. From there, Prompt's consultants devise custom methods of research, collection and analysis. Next follows data trend and gap identification, statistical breakdown and full quadrant analysis. The results are delivered in full with accompanying sales-ready presentations, reports and marketing flyers. Mail-shots, emails, mini-sites, podcasts and telemarketing follow up are also available from the Prompt stable.

Hazel Butters added: "As the markets tighten and the demand for cost-effective and results-based lead generation activities moves up the agenda of any sales organisation, we know that this is a service that will be in demand. Market research and the resulting uncovering of sales opportunities is a vital marketing tool, especially in economically challenging times.

"It's all about understanding market pull. In business-to-business sales, there is always an end

user; by identifying trends in the end user space we can advise companies where our products and services fit in, and demonstrate compelling ROI propositions.”

With consultants, researchers and businesses premises in multiple territories, Prompt Insight is available to technology companies across Europe, the US and Asia Pacific.

About Prompt Communications

Founded in January 2002, Prompt Communications is a communications agency with European offices in Chiswick, London and US offices in Cambridge, Massachusetts and San Francisco, California.

Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of the technology market with experience of pan-European and American media, analyst and marketing campaigns. Using highly targeted marketing, PR, Analyst Relations, social media and corporate copywriting initiatives, Prompt helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders. The company has five business divisions: PR, Analyst Relations, Copywriting & Creative; Marketing Services and Social Media.

Prompt's clients include Aperture Technologies, Barros Technologies, Colosa, Openbravo, Oracle Corporation, MIT Mobile Experience Lab, smartFOCUS, SNIF Labs, Steganos GmbH and Webtide.

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