

Key benefits

- A flexible approach to help win and retain business
- Bespoke marketing support to win business
- A strong, personal relationship

The Company

Gazelle Consulting is a valued dealer of Frontier Voice and Data based in Cambridge.

The company works with strategic partners to provide expert consultancy and to deliver a range of voice and data communications solutions including phone systems and mobiles to customers ranging from small home businesses to national enterprises.

The range of services includes business line rentals and calls, broadband, hosted IP telephony, phone systems, maintenance services, data network connectivity, mobiles and non geographic numbers.

As well as telecoms, the company uses in-house IT expertise to provide IT network support services,

Why Frontier Voice and Data

Ryan Riccardi, Director of Gazelle Consulting, said "We moved to Frontier because we felt that we would enjoy a better and more flexible relationship that we had been experiencing. We also knew our Business Development Manager at Frontier well and this meant that we could quickly build a strong relationship quickly."

"One of the qualities that we appreciate most is the flexibility that Frontier provides. We've been able to use the profit share model to be flexible on pricing and made bespoke arrangements on some dealers to help us to win and retain customers. We would not get this level of flexibility elsewhere and it's important for our business" added Ryan.

Early in 2010 Gazelle Consulting wanted to target Conservative Associations ahead of the General Election in May. The main drivers for this were that the company had access to a database to target and knew that in the run-up to the election the various associations would need more lines and would make more calls.

Ryan Riccardi said "We knew this could be a fruitful market for us so we approached Frontier's Channel Marketing Team to discuss how best to target these prospects. We wanted a campaign that would help us to attract the Conservative Associations but was flexible enough to accommodate the fact that they'd only have a busy period for three months"

Frontier Voice and Data's Channel Marketing Team prepared a bundled offer of free calling minutes designed to help attract the Conservative Associations with the opportunity to reduce their costs during their most busy period. The Channel Marketing Team also produced an html email, sales flyer for following up enquiries and sales presentations.

Text 'Frontier' to 88886 for more information



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sales@fvdata.co.uk



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As a result of the campaign Gazelle has signed up 11 Conservative Associations and generated revenue from both installations and ongoing monthly rentals of lines.

The company has since adopted the same campaign for other target markets.

Ryan said "For a business our size the marketing support we receive from Frontier is invaluable. Frontier's marketing team has even helped to build our new website and marketing collateral and it's been a big support to our business".

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