

# Case study: Guardsman Ltd



## Announcing a new contract means new business for Guardsman.

### About Guardsman

*Guardsman is one of the largest independent UK PPE suppliers and has been operating since 1973 – 35 years of supplying major industrial customers and utilities with safety equipment.*

*As Health and Safety Sector specialists, they offer a One-Stop Health and Safety Shop. With knowledgeable product support staff on hand to provide appropriate advice.*

*They have a partnership philosophy and believe that, in order to deliver the highest level of service, that they need to have a full understanding of their customer's business and work in close, active support.*

*The business focus is to anticipate emerging needs in all working environments, whilst providing their customers with innovative equipment and added-value services.*

*Guardsman are a leading member of Eurosafe, as well as the British Safety Industry Federation and are at the forefront of new legislation.*

*At a local level, attention to detail is all important and so they are working with Absolute Marketing to ensure that customers are kept up to date, well informed and regularly consulted...*

*"At Guardsman, customer service is not a department – it's an attitude – we won't let you down because we care."*

### Data Cleansing and Service Announcement

#### The project:

Guardsman had recently won a valuable contract to become the mandatory supplier of PPE (Personal Protective Equipment) to the Heidelberg Group, which owns Hanson Building Products, Hanson Aggregates and Castle Cement.

They needed to make sure everyone in the network was aware of this change and be certain that the correct contact at each centre was being informed of the benefits. This was to take place over two separate stages, as the Building products sites were already dealing with Guardsman, whereas the Aggregates Division were a new business opportunity.

#### Protecting their interests:

All of the people contacted were to be validated and confirmed as the correct contact, making use of the calling opportunity to thoroughly cleanse the data records. For Guardsman, this meant that their time and efforts with future mailings would be well spent and the material they send out can be certain to reach the interested party. The value of feedback from clients in this kind of investigative call can never be underestimated and Nick Murray, UK Sales Manager told us that "we have been able to populate the database with individual responses and make use of the feedback we received"

#### The solution:

Using Absolute Marketing to do this on their behalf has meant that candid and unbiased feedback has been returned to Guardsman and they have dealt with the responses individually. In some cases this has meant that they have gained new business where the opportunity might have remained unexplored. Absolute Marketing provide fully itemised details of each call made, with a follow up action, coded for simplicity, and notes of individual responses. Guardsman is pleased with the "comprehensive" nature of this reporting and it was one of the reasons that Absolute Marketing were given the project out of three companies invited to pitch.

*"we expected to hear mixed views ... the extensive investigations revealed the truth and we have been able to use this information to create new business"*

Nick Murray, UK Sales Manager

# Case study: Guardsman Ltd



*"Where professional people deliver cost-effective solutions for all your company's personal and site safety needs."*

[www.guardsmanltd.co.uk](http://www.guardsmanltd.co.uk)



Absolute Marketing Limited  
38 Swithland Lane  
Rothley  
Leicester LE7 7SE  
T. 0844 779 6789  
F. 0709 202 9041

## A point of difference:

"The presentation that Alison made was impressive" says Nick. Not surprising, when you learn that Alison set the company up after being so disappointed by the lack of information she received when she was the client of telemarketing companies in the past.

One thing that sets Absolute Marketing apart is that they do not work to a script, just a well laid-out and informed document, that is approved by the client, and informs the callers of every detail of the projects objectives. There is another strong reason to admire the style of call made, no bored youngster reading from a screen and noisily typing responses and no irritating dead sounds as the call commences, connecting from a distant site or remote computer calling system. Just real people responding to each call appropriately and recording valuable information on your behalf.

## Looking forward:

The information provided by Absolute Marketing has been used by Nick and his team to develop future marketing activity, with mailings planned on a quarterly basis. Guardsman intends to continue their relationship with Absolute Marketing and will be asking them to follow up the mailings with targeted calls. The end user client is appreciative of this approach to as they do not feel they are being "sold to" but, rather, that their opinion is being sought. And Guardsman are very respectful of this opinion, taking seriously all the responses they receive and using it to create profitable solutions for all.

"It also means that we can nip any potential problem in the bud" says Nick who also hopes that Absolute Marketing will continue to provide them, not only with data but with lead generation and projects to develop new business potential.

From a simple search on the internet, Guardsman have successfully recruited a positive resource for their sales and marketing department – for more information on the full range of telemarketing services available, visit [www.absolutemktg.co.uk](http://www.absolutemktg.co.uk)

**For a consultation to discuss how database cleansing could help your business set ever higher standards in future, contact Alison Hercock on 0844 7796789 today.**