



**Contact  
Solutions**

## Case Studies

Field Marketing - Voice



GlaxoSmithKline

**Project: Activity utilising call centre experts to drive brand sales by filling gaps in the core range at targeted Convenience Stores. Personalised bespoke direct mail sent in advance of call centre activity to outline offer and transmitted for processing with sales data reorder information reported to the client.**



**Project: Activity utilising call centre experts to drive brand sales by filling gaps in the core range at targeted Convenience stores. Personalised bespoke direct mail sent in advance of call centre activity to outline offer**