

# SQS

A targeted integrated marketing campaign driven by Incognate has elevated SQS's client engagement to a senior management level, and secured several new clients in a new market sector.

## A challenge...and an opportunity

SQS is the world's leading independent software testing, quality assurance and certification company. They provide business process assurance and ensure businesses develop user-ready software that meet regulatory standards, internal specifications and end-user expectations. Their in-depth experience makes them the go-to company for the manufacturing, energy, utilities, retail, banking financial services, insurance and online gaming and gambling market sectors.

SQS has over 30 offices worldwide and employ over 4,600 staff. In 2015 their revenue was €320 million. They trade on the German stock exchange and have a primary listing on AIM at the London Stock Exchange.

Recent changes in the water industry, one of SQS's target sectors, led to a new market opportunity for the company. The UK government set up 'The Open Water Programme', an initiative designed to increase competitiveness and consumer choice within the industry. With the programme came new

legislation which meant that all water suppliers – no matter how established – needed to submit a third party assured business assessment (BSA) by the end of July 2016 to be able to continue to operate. SQS has the BSA accreditation and is licensed to assess water suppliers.

## Time to put external marketing to the test

Kevin Cunningham, SQS's VP of sales and marketing, could see the opportunity within the water market. If major regional water companies were unable to meet the requirements of the Open Water Programme they simply could not operate. Clearly, this was a business-critical issue and in order to gain the attention of these large utility companies, SQS needed to target senior management teams within their target clients.

The tight timeframe, specific nature of the outcome and the seniority of the target audience made Kevin decide to engage Incognate. It would be a perfect opportunity for him – and the rest of SQS – to gauge the performance and effectiveness of Incognate's marketing.

*"Some of the team were skeptical going in – especially as we'd used off-shore cold-calling with varying results. Once we saw the process in action, became more comfortable using the tools and, of course, landed new clients everyone came on board. I think it worked so well because culturally we're a good fit – we worked alongside each other and, because Incognate were so open with their tools and techniques, we have seen a major step change in the quality of our CxO engagements."*

Kevin Cunningham, SQS's VP of sales and marketing

### The countdown begins

To meet the July 2016 deadline, the marketing had to be on-message, targeted and delivered quickly. To achieve this, we created an integrated marketing campaign that brought several elements together to reach the market in an appropriate way and get the message across with clarity. As time was of the essence – both for SQS and their clients – the marketing method was chosen to deliver the message in the shortest timeframe: And that meant telemarketing.

The project began with Incognate establishing a working partnership with the team at SQS. We needed to distil the essence of what SQS offered (and was the basis of their success and reputation) and present it in a Messaging Framework that would relate to the senior management levels of the water industry. Through regular feedback, updates and the constant, open flow of communication, the high level Messaging Framework was created.

The Messaging Framework set the tone for the rest of the campaign: emails, telemarketing and other supporting collateral.

### Measurable success

Within 2 months of the launch of the telemarketing campaign, SQS had landed five new clients through several leads from Incognate's activities, including large regional water companies. However, that wasn't the only positive outcome for SQS.

At the end of the project, SQS were able to use the Messaging Framework, and the process they'd been so involved with to create key market messages, and use it for themselves in other sectors. Fundamentally SQS is now able to develop their own messaging to target business leaders and board-level executives without external help as a direct result of the team-style project with Incognate. The campaign has also changed the focus of SQS's sales and marketing propositions. They are now making contact with senior level decision makers and focused on helping them to deliver strategic-level outcomes for their clients.

*"We needed to engage at CxO level and engage in discussions around the potential business risk and move away from technical IT discussions."*

Kevin Cunningham, SQS's VP of sales and marketing

#### Services delivered:

- Integrated marketing
- Telemarketing
- Messaging framework
- PowerPoint Presentations
- Executive Overviews
- RFI, RFP Proposal Support
- Website content update
- Website design

*"Consumers need to hear a marketing message 3-5 times to believe it".*  
(Edelman)

*"54% of B2B marketers find producing engaging content is a persistent challenge".*  
(CMI)



To find out how we can help you to create the right marketing content, in the right context to provide the right results for your company call us now on **0845 331 6069** or email [info@incognate.com](mailto:info@incognate.com).

