

Colloquis Case study: Marketing from the US into Europe

The client



The challenge

Colloquis has a patented technology called Automated Service Agents (ASA). Colloquis asked FirstPartner to assist in developing their marketing and sales potential in Europe.

Market context

ASA's work over Instant Messaging networks which are now a universal part of most Generation X users Internet experience. ASA enable websites to become chat sites on IM able to be talked to in conversation.

Approach

FirstPartner spent time understanding the Colloquis proposition. We then drew up a customer segmentation for Europe where we felt the need for ASAs would be greatest. Over a 9 month period we marketed, approached, qualified and delivered opportunities to Colloquis.

Key benefits

- Colloquis was able to participate in several RFQs from major corporates.
- Prospects in Europe benefited with direct contact on their time zone.
- Colloquis benefited with on-the-ground feedback and insight on the European market.

Project delivery

Overall the project was a success and leading to an uplift in customer contact and opportunities. The project also led to interest from ISVs and Developers in Europe interested in reselling Colloquis to their customers.

"FirstPartner has been an essential resource in sorting out and keeping our business on top in an ever changing European Landscape"

CEO, Colloquis

