

FIRE & RESCUE SERVICE IT: RAISING OPTEVIA'S PROFILE & GENERATING SALES OPPORTUNITIES

BACKGROUND

Optevia is **Microsoft's premier Dynamics CRM public sector partner** with over 60 Dynamics CRM deployments since 2004. Through PR and Marketing, Optevia wanted to demonstrate to potential fire and rescue service customers its unrivalled public sector CRM credentials, deep product & solution knowledge, and understanding of customers' CRM pain points. Mantis combined PR and other marketing tools to raise Optevia's profile and support sales

RESULTS

- CRM opinion article – published: ***Fire Magazine, BAPCO Journal, Fire Risk Management Journal*** and ***Gov & Public Sector Journal***
- Kent Fire & Rescue Service award submissions – winner: ***Government Business Public Safety Award***
- Kent Fire & Rescue Service case study – published: ***BAPCO Journal***
- Kent & Rescue Fire Service video case study distributed via e-mailer - reached over 300 contacts, 41.06 % e-mailers opened, delivered **4 qualified sales opportunities**
- Organised and hosted **x 4 UK sales events, plus support at CFOA**. Microsoft and Kent Fire & Rescue Service speakers secured. **77** attendees. **20** follow-up opportunities secured

TESTIMONIAL

"Mantis created a dedicated, integrated campaign for the **fire and rescue services** sector combining and re-using PR content to secure press coverage, create e-mailers, sales events and website updates. Mantis is raising our profile & delivering sales opportunities."

Tim Vernon, Managing Partner, Optevia