

Customer References

We have partnered with Tracy Bottomley and eContact Services for more than six years. During that time, eCS has supported Enghouse Networks with numerous campaigns across different solutions, international markets and areas of our business.

Tracy and her team have a strong understanding of the telecoms sector and quickly grasp the solutions and propositions they are representing. They communicate credibly and professionally with senior contacts and use intelligent, voice-led engagement to create meaningful conversations and qualified sales meetings.

eCS works as a trusted extension of our sales and marketing teams. Their experience, flexibility and commitment to delivering results have made them a valuable long-term partner.

I would recommend Tracy and eContact Services to any technology vendor looking to generate qualified opportunities across the global telco market.

Director of Marketing
Enghouse Networks

I am pleased to recommend econtact for their exceptional telemarketing services. During my time at MATRIXX we collaborated with them to generate meeting appointments for significant industry anchor events, and the results were outstanding.

From the outset, econtact demonstrated a deep understanding of our goals and target audience. Tracy and her team are professional, proactive, and thorough in their approach, taking the time to learn about our company, the industry landscape, and the specifics of the event. This attention to detail translated into highly effective 1:1 outreach, resulting in a significant number of high-quality meetings with key decision-makers.

The communication throughout the project was excellent. We were consistently updated on progress and provided with detailed reports that allowed us to track the success of their efforts. The team was also responsive to feedback, making adjustments as needed to ensure optimal outcomes.

The success we experienced at the event was, in no small part, due to the strategic and targeted efforts of econtact. Their expertise and commitment to delivering results were evident in every interaction, and I am confident that their services contributed greatly to our positive ROI.

I highly recommend econtact to any organization looking to enhance their event marketing strategy and drive meaningful engagement. eContact are a valuable partner who goes above and beyond to deliver results.

Director of Marketing
Matrixx Software

eContact Services, led by MD Tracy Bottomley, partnered with Amdocs Networks for over 5 years to provide multiple services from account research to lead generation and executive appointment setting at global events such as DTW, MWC and IBC. The team are industry specialists and can quickly articulate solution offerings from NFV to BSS and OSS in order to generate MQLs. Individual team members under Tracy's close direction are typically tenacious, very flexible, culturally aware and committed to delivering clear measurable ROI whether that is C level meetings, detailed account mapping intelligence or qualified SAL's. I highly recommend engaging eCS if your remit is to build relationships and generate business with service providers.

Product Management Director
Amdocs

Customer References

We have worked with Tracy and eContact Services a few times now in order to drive meetings for key industry events we attend. Not only does she deliver beyond the targeted number of meetings, but also delivers high-quality leads matching our target audience. It is clear that she has a large database and network. We plan on continuing to work with Tracy and her team for meetings at events, but also have plans to begin working on lead generation outside of events as well. I would absolutely recommend Tracy and eContact Services.

B2B Marketing | Global Campaigns, ABM & GTM Strategy
Juniper Networks

We just completed a highly successful engagement at MWC19 and couldn't have done it without ECS! We've worked with ECS driving success for several years on multiple events and lead gen activities. They are committed business partners who drive to and deliver strong results and customer satisfaction. Tracy and Dan are an extended part of our team. Their expertise and connections are invaluable!

Director, Industries Acceleration
Oracle

Big shout out to ECS for the wonderful support provided to us in MWC19, Barcelona. While the event was a great success for us, a good credit goes to you for driving appointment setting for us. Kudos to you and the team!

Vice President of Marketing
Tecnotree

Tracy is well connected with OSS and Network Operations contacts in communication service providers and is able to engage independent software vendors with these contacts, where there is a potential solution fit. The level and rate of lead generation is impressive, and relevant to the brief provided.

Business Development Director
IQGeo

Econtact Services Ltd have supported the world wide sales and marketing teams at Oracle Communications for over 8 years. Tracy founder and MD has a clear understanding of the communications industry sector and an appreciation of its increasing touch points into other sectors and their players. Tracy and her established team of consultants have successfully engaged with Oracle Communications on programs that generate qualified leads, recruit relevant event delegates and supply detailed company/contact mapping reports - ultimately driving tangible business in all geographies. Her success is down to detailed client qualification, rapid assimilation of business issues and technology solutions, agility to meet short term client requirements (timescales, languages, time-zones etc.) and the ability to act as part of the team. Tracy and her team offer a resilient, knowledgeable and friendly telemarketing arm to the breadth/mix of ones BD efforts.

Senior Field Marketing Director
Oracle

Customer References

As Group VP of Sales for Oracle's CGBU (Communications Global Business Unit) eContact Services (eCS) partnered with my business development team in 3 key areas:

- 1) Executive connections - eCS delivered a fully qualified executive meeting schedule at global industry events including MWC, TM Forum and Gitex, where we accelerated some of our largest global deals.
- 2) Campaign Lead Generation: eCS secured intelligence, leads and opportunities on a regional basis giving us the confidence and coverage to invest in sales campaigns and halo events across CIS, Africa and Central Asia.
- 3) Account Based Marketing: eCS undertook research to map target buyer and influencer personas across the B/OSS environment in key accounts, they uncovered details on incumbent solutions, gained insights on operator challenges and strategy so that we could finesse investment and sales approach with key individuals and teams.

eCS are engagement specialists with huge knowledge of the telecoms business and a sound network of contacts at CSP's globally they played a significant part in the success of Oracle Communications during its most acquisitive period by adapting narratives around our offerings at speed as new companies and solutions were taken to market by the unit. I would have no hesitation in recommending them to anyone looking to develop robust business connections and pipeline within the sector.

**Group VP, Communications Global Business Unit, EMEA
Oracle**

As the Communications & Media Industry Marketing Director at Oracle Communications and then at Salesforce, Tracy's partnership was an essential part of our events and demand generation marketing plan. eContact Services was a critical extension of the team on key industry events, especially MWC.

In addition to executive meeting recruitment at industry events, eContact Services successfully supported Oracle and Salesforce Communications industry teams with lead generation and account profiling. I cannot emphasize enough how fundamental Tracy's services were to successfully reaching our most important goals at MWC - year after year and throughout the year - uncovering opportunities which we may not have ourselves. Her vast experience, deep industry knowledge/expertise, high quality database of contacts, proven process and relentless tenacity were consistently the secret sauce to successful customer engagement and ROI with every campaign.

**Director, Marketing
Salesforce**

I've been working with eCS for a number of years, as head of marketing at three different companies. Focusing on my most recent experience, eCS' Lead Generation services made a significant and, possibly even more importantly, an immediate difference to our marketing ROI.

Over the course of a year, we ran a number of campaigns targeted at decision-makers segmented regionally, but pretty much covering the entire globe as well as parallel campaigns to support our presence at events (such as Mobile World Congress). This approach, matching relevant products to specific regionalised prospects was executed brilliantly by eCS, obviously with greater returns in some regions than others but with the end result being a considerably expanded sales pipeline and, even better, closed business within nine months, a rapid timeframe in our industry. eCS' cost-per-lead was also significantly lower than our previous experience.

Customer References

In my view, telemarketing lead generation continues to be a vital weapon in the technology marketers arsenal and two things are required for success. First, it must be leveraged intelligently which means finding the right partner. eCS being highly conversant in the telecoms field was a massive plus. They brought considerable expertise, the sort you don't expect from an external agency, to bear in their conversations. Secondly, information. eCS was a responsive partner and provided detailed feedback across all campaigns, often overcoming objections as a result.

I would recommend eCS highly to any company that needs to generate business-to-business leads to either repair or expand their sales pipeline.

**Chief Marketing Officer
Evolving Systems**

The impact that Tracy and eCS has had on our ability to penetrate the right leaders within our target customer has been nothing short of transformational. Tenacious in their approach and professional in their customer interactions, I look forward to working with Tracy and her team as we execute further sales campaigns in the future.

**Global Commercialisation Director at GE Grid Solutions
GE Smallworld**

Since 2015, NTS has partnered ECS for our lead generation requirements into Network Operators. During the last challenging 12 months with the pandemic, ECS has continued to proactively connect us with good quality and furthermore, accurately qualified contacts. Their own contact database and many years of experience significantly sets them apart from other lead generation agencies. The team clearly understands the ever-changing industry and the technology.

**Head of Global Sales
NTS Retail**

Our company has been using Tracy and ECS for the past few years for our customer meeting acquisition strategy for MWC. Tracy delivers to a very high standard every year which has a huge impact on the success of our show. I would highly recommend Tracy for driving your meeting strategy at the leading telecom events globally.

**Customer Lifecycle Marketing Manager at Microsoft
Microsoft**

We use ECS to secure meetings for major telecoms conferences. They always deliver and often secure C level meetings. I would recommend ECS to any company selling into telcos who wants to increase their lead generation efforts.

**Head Of Digital Marketing at Qvantel
Qvantel**

Customer References

Econtact Services Ltd has been used on a number of occasions for marketing campaigns and lead generation.

Their skills in reaching the right profile of people and developing the initial interest has resulted in a number of high value contracts.

I would recommend Tracy's company to any organisation within the IT community who needs support in reaching the right profile of people within their market sector.

**Telecom's Sales Director at GE
GE Grid Solutions**

ECS, led by Tracy Bottomley, and I collaborated almost two years ago in Barcelona MWC '19, when I was serving as Solutions Director in TTS Wireless, which is now an Amdocs company. Tracy was about to bring me and TTS team in touch with some European wireless operators representatives for reinforcing our sales capacity in this region. It was the first time I was working with her and I was impressed by her focus and commitment to the result, as her organization and communication skills allowed us to have the desirable outcome in a very short time period. She is continuously pursuing customer satisfaction by bringing tangible value in every communication channel she establishes, and therefore I would be very happy to work with her again in the future.

**Founder, Mirrora
TTS Wireless**

I worked with eCS on a number of campaigns over 3 years and they always delivered good quality and quantity leads. Working with them, in sometimes challenging circumstances, through no fault of their own, was always professional and Tracy was always very responsive to any communications. There were occasions where we used eCS at very last minute, due to late decisions internally and they still delivered.

**Technical Product Marketing Senior Manager
Amdocs**

During my time at Vindicia I used Tracy and her team for several lead generation campaigns and recommend that any vendor, whose prospects are broadcasters or Telcos, use eCS for their lead generation programs. Dealing with an outsourced provider who has knowledge of these niche sectors, a relevant contact database and an understanding of a vendor's solutions with limited briefing is highly unusual and without eCS's help, in providing targeted and qualified leads, I would not have been able to have achieved the results I needed to. Me and the rest of the Vindicia team were extremely happy with both eCS performance and the efficiency of the partnership.

**SVP Sales
Vindicia**

Customer References

I worked with Tracy and her team while I was working for CloudSense. We used her team to help drive a number of extremely successful meetings at some third party events we sponsored such as Mobile World Congress in Barcelona and TM Forum in Nice.

I would highly recommend her and her team!

VP Marketing & EMEA Revenue Marketing & GTM Leader
Cloudsense

So far I've worked with Tracy and her team at eContact Services at several occasions: extremely professional and effective as a partner, the delivered results were always exceeding our expectations! So thank you, Tracy & team, and we're clearly looking forward to our next joint project!

Senior Sales Executive
Crealog

Tracy & team are excellent to work with! We've used their services on a number of projects and I'm continually impressed by their ability to provide relevant contacts for us, regardless of the ask. Tracy is incredibly focussed, sets realistic targets and demands quality material to bring in quality contacts.

Her team has continually connected us with the decision-makers – this year's Mobile World Conference was no exception and was our strongest show to date. We will absolutely be coming back to eContactServices for future projects.

Director of Marketing
Adaptive Mobile

Having worked with Tracy for many years on numerous lead generation campaigns, I can highly recommend her. Tracy is focused, plans well in advance, pushes hard for results and has excellent customer service and the right attitude. Her well established contacts, long experience and quickly reacting team will help you achieve the desired results, and bring you the desired additional boost for your business development activities.

Marketing Director
Tecnotree

"We had not used out-sourced services before. However, having been recommended by another vendor, we decided to use eContact Services to support us with meeting recruitment at MWC19, targeting service providers and potential partners. Working with eCS was a seamless and efficient process and they exceeded all expectations in terms of quality and quantity of meetings. Not only that, they completed the majority of the campaign well in advance of MWC, which took a lot of pressure off both the Marketing and the Sales teams."

"I have already recommended eCS to our regional marketing teams as a valuable resource to support their regions and have no hesitation in recommending them to external vendors."

Global Telco Programs
Red Hat