



*This lead example below was from a campaign that Synergy performed during 2013 for a large printing & mailing client who briefed us to search for business development leads for them in the charitable sectors throughout the UK and to build a database of prospects, finding company, decision maker, address & email consent plus of course qualitative information regarding each company's requirements for selling their mailing services to each for the future. Data is scrambled for data protection purposes. The content is live outcome.*

**Synergy Group Media  
September 2013 month end report**

**ABCD LEAD GENERATION**

Row                   CHA1423  
Company            World Horse Welfare  
Address            Colvin House Thetford Norfolk NR11 2RL  
Tel                   01953 424372

Contact            Tina Armstrong - Head of Direct Marketing

Business            CHARITIES & VOLUNTARY ORGANISATIONS

Details             Zoe said all done by H/O 01953 424372. Spoke to Tina ABCD who said they do mail shots and have third party contract. Asked if she would consider FINCO - she said not at the moment but would like email to keep on file for the future. TS at least 8 further calls & very hard to reach. Finally got through again to Tina. This is an interesting one, on one hand they are very happy with their current 3rd party supplier but on the other the volumes are massive and TS is happy for Sian and Andy to go in again as things can change in the future. Particularly thinks worth calling her spring 2014 (is there a review then...?). Present campaigns are 7 x 50k mailings per annum and then 100k and 200k mailings 3 times per annum. Somewhere between 650,000 up to 1 Million items in total per annum collectively and all personalised into DM packs with various inserts into each. Also printed newsletters and inserts. Strong lead. Sian/Andy please diarise a call directly to Tina in spring 2014. Long term lead massive potential. Email consent given [abcd@worldhorsewelfare.org](mailto:abcd@worldhorsewelfare.org)

Roy Kemp/Valerie Kay - Synergy

---

**Notes**



*This lead example below was from a campaign that Synergy performed back in 2005 for a Plc mechanical & electrical engineering contractor client who briefed us to carry out a full customer satisfaction scoring survey amongst their live client projects. Business development leads also naturally came out of the exercise as a bi-product in addition from the scoring results and provided some very revealing feedback which enabled the client to have an unbiased view on their performance and staffing abilities. Data is scrambled for data protection purposes. The content is live outcome.*

'Quality of the staff on site was excellent but very badly let down by the off-site management team consequently the client had to go to director level at ABCD often to resolve issues. Also very difficult to close out the job – no interest from management and only due to the excellent qualities of site foreman (known as 'Pap') that matters were resolved'.

Steven would be happy to use ABCD again as a sub contractor to future projects.

**Steven Kammara Interior plc ID 9149                      10 May 2005**

Thinks ABCD are very poor at booking work in on site to commence. Also feels that ABCD are far too demanding on paperwork – there is no flexibility. They have been far too expensive in the past and lastly in his experience there are not enough managers around on the jobs.

**Gavin Stevens TH Kenyon (Gatwick) ID 9103      30 May 2005**

Thinks ABCD performed 'particularly well' with very good work and flexibility on 'North Terminal Central Search' – she is exceptionally pleased! Additionally however, on the poor side she feels that sometimes handover documentation is slow.

**Christine Brookes BAA Gatwick ID 9387                      15 Apr 2005**



*The lead examples below was from another customer satisfaction research campaign that Synergy performed back in 2008/9 for a well known concrete block manufacturing client who briefed us to investigate customer satisfaction scoring for them amongst their builders merchant and house builder live client base. Business development leads also naturally came out of the exercise as a bi-product in addition from the scoring results and provided some very revealing feedback which enabled our client to have an unbiased view on their performance and staffing abilities. Data is scrambled for data protection purposes. The content is live outcome.*

'Please send posters and literature - do not have any. Bill Leath gave interview asst mgr for Craig Jones (on holiday). Craig Jones the manager has been there 1 year and briefly saw a rep in October - Bill Leath the assistant manager has been there many years but never seen a rep. ABCD excel in delivery times to the Yard'. [13-Feb-08 Jewson Hazel Grove](#)

Roger Cowell is now general manager. Michael Reynolds is branch manager who answered. Please send posters & literature. \*Please send a rep - they do not have one!! Not seen anyone for over 6 months from ABCD' [06-Feb-08 M Markovitz Buxton](#)

'The Rep could do with calling more frequently - (visited for the first time in 2 years) They do not have many posters / literature please send. Literature is slow to come through for new products. Still awaiting a damages/defects credit from 2 weeks ago' (as of 7.02.08) [07-Feb-08 Travis Perkins Shaftesbury](#)

'Their local representative, Laurie Duncan, is superb!' [31-Jan-08 Jewson Wembley](#)



*This lead below is from a campaign that Synergy performs currently ongoing for a client involved in specialist contract electronics manufacturing. Our brief was to purchase raw data of UK manufacturing business's each year across various industries and then to develop each company by discovering the decision makers over printed circuit board manufacture and outsource, job titles and to pitch the service our client offers all the way through to setting up meetings and face to face visits with prospects. This business development lead below is a typical example of what we found for our client who subsequently went on to join me at live meetings and a decent quotation resulted. Data is scrambled for data protection purposes. The content is live outcome.*

**Synergy Group Media  
February 2014 month end report**

**ABCD LEAD GENERATION**

Company XYZ Technologies  
Address 27 Cannon Street EC4N 6AE [www.xyz.co.uk](http://www.xyz.co.uk)

Tel 0207468 4220

Contact Robert Gladdon – Head Design  
Steven Franklin – Technical Director  
Anthony Pearce – Finance Director

Business DESIGN OF ELECTRONIC EQUIPMENT COMPONENTS AND INSTRUMENTS

Details £1M - £5M 18/2/14 strong lead. RG could not believe the timing as they need a UK based CEM to work with after they develop prototype products. Basically their volumes are going to be 10, 20 and up to 50 off before they go over to Taiwan for larger volume batches. Has a need for custom cabling, custom assembly and various pcb population up to 20/50 quantities at a time. Has two imminent jobs he wants to bring over to us in early March - a need for a 10 way cable to connect board to board with a 2.54 standard header plus a board needs populating right now as he has finished populating the prototype one himself and now needs 5 more and has not the time or inclination...its a 2 layer board with 100 components surface mounted all parts standard next day delivery available from Digikey and Farnell.....meeting to set up w/c 3 Mar inc manager with a view to placing orders. Email consent given [abcd@xyz.co.uk](mailto:abcd@xyz.co.uk) Roy Kemp - Synergy

---

**Notes**