

## Credit360

# EXPERT OUTCOME

### Background

England Marketing has worked with CRedit360 since the company began in 2001, undertaking business development using a high level, targeted, telephone marketing approach.

### Methodology

CRedit360 provides software to major corporations to allow them to effectively manage and manipulate company data in all areas of corporate social responsibility and sustainability. The team at England Marketing work closely with the CRedit360 sales team, identifying key contacts at target organisations across Europe, contacting them by telephone, engaging in high level discussions, sending information and then arranging demonstrations and meetings or suitable timescales for follow up calls.

England Marketing maintains a database of contacts and reports on progress on a regular basis. We also attend events and conferences as required.

### Outcomes

So far, our work has contributed to CRedit360 securing clients such as

- Virgin Media
- ITV
- HSBC
- Old Mutual
- John Lewis Partnership
- RWE Npower

Working in close partnership over a sustained period of time has proved successful and CRedit360 continues to expand its international customer base.

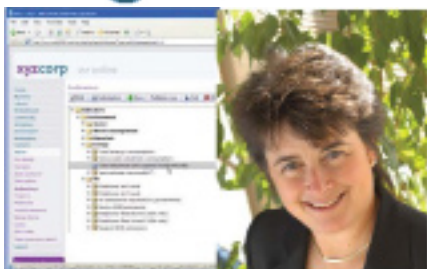
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The expertise, commitment and professionalism by the England Marketing team makes it a pleasure to work with them. I would wholeheartedly recommend England Marketing to anyone wanting this kind of specialist service.

**Mark Shields**

**Managing Director,  
CRedit360**

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