

C u r r e n t Communications

The difference is

Positive
Software Systems, Inc.

CASE STUDY: M807
CLIENT: Positive Software

CHALLENGE: Positive had developed an innovative customer interaction data warehouse (CIDW) solution that would dramatically improve efficiency, increase profitability and ensure regulatory and legislative compliance for globally dispersed contact center operations. But Positive was completely unknown in a cluttered market dominated by larger, well-established vendors. Ed Mandel, Positive CEO, wanted to drive direct sales of his new solution, grow his network of resellers, and position his company for acquisition.

STRATEGY: Conduct extensive research to identify prospective customers, resellers and acquirers. Develop a brand name and a clean and compelling marketing message for ContactQ, the company's new solution. Create a full array of corporate and product collateral—Website, brochures, whitepapers, ads, press kits, etc. Launch an aggressive media/analyst outreach to catapult awareness of Positive and drive sales of ContactQ.

RESULTS: Sustained, feature coverage in all industry trade publication, including *Call Center Magazine*, *CRM Magazine*, *Customer Interactions*, *Collections Technology News*, etc. Strong endorsements from leading industry analysts. Numerous industry awards, including *Customer Interactions* 'Product of the Year.

IMPACT:

- Numerous big-name customer wins
- Reseller agreements with all leading vendors
- Acquired by Concerto Software

