

CLIENT CASE STUDY: CONSTRUCTION SECTOR

Company Profile

Client	Mono Services Ltd
Industry / Sector	Property Maintenance & Reinstatement
Geographical Reach	North West
Website	www.monoservices.com
Partnership Duration	May 04 – May 06
Background	Mono have emerged as first choice for leading insurers, housing associations and emergency management agencies.

Mono Services' Vision

Mono's vision is to become the best regional building maintenance solution across their entire customer base.

They currently have some 200 staff employed in the provision of "all trades" domestic building maintenance solutions to their customers. These range from small value emergency repairs through to managed re-instatement projects where substantial damage has occurred.

"We have worked in partnership with ROM for quite some time and they have been a real asset to our business development strategy..."

Mark Whittaker Business Development Manager



Early Partnership Results



Shortly after the campaign started Mono's Director, David Owen said

"We only instructed ROM three months ago and even this early in the relationship, the results have exceeded our most optimistic expectations. They are professional, knowledgeable and – most importantly – persistent in an acceptable way".

"I have to say that the greatest surprise is the lack of 'selling' we have to do at appointments as the potential clients already have a favourable impression of us"

"...their work has been focused, well researched, persistent and they have excelled at selling our services to potential clients"

Mark Whittaker, Business Development Manager



Later in the campaign, Mono's Business Development Manager Mark Whittaker added:

"Another one of their undoubted strengths has been that they want to understand your business and your requirements and work jointly at achieving this strategy..."

"They are not only professional, but also genuinely nice people to work with".

Pipeline of Future New Business

ROM's partnership with Mono formed a unique relationship, working together to generate new and substantial business contracts with a pipeline of **future potential new business** across a variety of industry sectors ranging from **Insurance, Housing Associations to Local Authorities**.

ROM Services

Mono has employed a range of ROM services including

- **Business Development Consultancy**
- **Strategic Telemarketing**
- **High Level Appointment Making**
- **Market Research**

