

CASE STUDY

DIRECT ACCESS



TESTIMONIAL

“Everything Chartered Developments have done for us they have done well. Chartered have never oversold their services or anticipated outcomes. The data and lead generation teams are extremely professional. We have had complete access to their team, reports and calls. The transparency of service was a great help. And the account manager was attentive, calm, diligent, personable and knew his stuff.”

David Barber,
Pump Court Chambers

THE CHALLENGE

As a large provider of legal services, Pump Court Chambers is recognised as ‘top ranked’ and ‘a leading set’ by Chambers and Partners Guide to the UK Legal Profession.

The Barristers within Pump Court have a ‘can do’ attitude and when introduced, by a new member of staff, to lead generation from Chartered Developments they were open to this ‘new’ approach.

The challenge faced by Pump Court Chambers was how to increase UK businesses use of the set through public access. Although not new to the bar, public access is relatively unknown by FDs, HR teams and even heads of legal within commercial organisations.

Therefore they needed to get the concept across and deliver their messages on sector and service expertise. The Chambers decided to start with the logistics industry where we have an existing, strong track record.



THE SOLUTION



To begin with the campaign was designed to target large logistics corporates and larger SMEs.



The first step by Chartered Developments was to create a database of the right organisations populated by the confirmed contact details of the key decision makers.



Knowing that the legal/HR teams within businesses were the buyers of the service and that the FD was a significant influencer, Chartered Developments were able to immediately add value to the campaign. Additionally, this meant that all important contacts were captured and relationships developed and nurtured.

THE SOLUTION



A training day was held where Pump Court infused its brand and messages, and met the Chartered Developments legal team; impressed by the maturity and professionalism of the callers, the Chambers felt that Chartered Developments were a superb fit with our dynamic and professional brand.



Using high value telemarketers to speak to, gain information from and set up meetings with counsel, HR directors and FDs and equivalent level contacts, Chartered Developments were able to act as an extension of the team at Pump Court.



The method at Chartered Developments is to start calling the prospective clients as soon as possible; where necessary emailing them with relevant collateral and arranging meetings. Each month, conference calls were held with the Chambers to formally discuss results and any updates to the campaign.

THE RESULT

The campaign has run for just over six months; 27 meetings set-up to date (7 more than projected) and instructions already received.



6 Month Campaign



27 Meetings



Instructions already received

The Chambers report having been very well received by prospects and that Chartered have created excellent contacts.

Initially the campaign objectives were to educate and gain instructions on legislative compliance from logistics firms.

When Chartered introduced the Chambers to large corporates, it became clear that although there was work for the Barristers, the larger corporates were already covered for regulation.

Working together to revise the campaign objectives, Pump Court Chambers and the team at Chartered Developments decided to additionally target larger SMEs; who also had little knowledge of public access and had immediate regulatory requirements.

ABOUT CHARTERED DEVELOPMENTS



Marketing for Legal clients since 1998



Reputation for Innovation & success



Based in Exeter. 46 Staff



Clients include IP's, Accountants, Lawyers, A Bank, Barristers,
Actuaries, Investment Managers, Global Consultants, Insurers, Financiers

If you would like to know more about how Chartered Developments could help your firm generate leads for your business then please contact:

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