

**Mercia Sales & Marketing Goes Live in Just Half-a-day with MKIS LOGIC™**

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**Midlands based B2B Telemarketing specialists, Mercia Sales & Marketing, had become increasingly frustrated by the technology available for their type of business operations. Feeling held-back by one of the typical well-known branded contact management systems, they have selected web-based MKIS LOGIC™ to gain that extra competitive advantage.**

Dean Marshall, Administration Director at Mercia explains, "We have very good in-house technical resources and were seriously considering building our own customised system to get off GoldMine®. We heard about a web-based system through a marketing supplier who raved about it, so we thought we would at least check it out - see what our technical staff thought of it."

Marshall expresses his initial concerns. "We were very sceptical at first about all it claimed to do. But it wasn't until we had the demo that we saw how MKIS LOGIC would cover our wish list and more - which surprised and impressed us. Every detail has been carefully thought out in terms of design and functionality for both operatives and managers - and even for our clients."

Marshall says, "Compared to GoldMine, MKIS LOGIC is the next generation of contact management systems. It addresses as standard all the limitations we found with GoldMine and doesn't require the same amount of reliance on internal support or external third parties - particularly as it only requires minimal customisation which we can easily do ourselves."

Marshall continues, "MKIS LOGIC lets us utilise the internet for the benefits of both staff, management and clients. We confidently have remote and home workers using the same live system as those in the office, with no synchronisation, or additional software or hardware to worry about, and we can fully manage their activities as if they were here. The data management, import and export features are really good and will also enable us to improve services to our clients, and cut resource time and typical headaches too. "

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Marshall adds, "I'm still pleasantly surprised we were operational in just half a day. In the morning, MKIS set-up the system and data for us, trained the staff, and that afternoon we were running campaigns – not something we believed possible based on our previous experiences."

Marshall concludes by saying, "Everyone at MKIS has been great - they genuinely know their stuff when it comes to marketing practices, processes and systems and we're really pleased with how everything has gone. MKIS LOGIC is the perfect system for telemarketing operations - the system is intuitive, it does all what it claims, the support is first class, and the whole package is very competitively priced on a monthly on-demand basis."

Steve Vaughan, Managing Director of Marketing Information Systems Ltd (MKIS™) adds, "For years, Telemarketing Agencies have had little choice but to use spreadsheets, crude databases, or systems essentially developed for general businesses' internal contact management purposes, - which have changed little over the last ten years. One of the major pains of both Agencies and their clients is managing the whole logistical process. From conception, the R&D of MKIS LOGIC has specifically included the telemarketing functions for every step and job-role of all involved - so is great to see it making a real difference for our customers and their customers too."

**EDITORS NOTES:** MKIS LOGIC™ v4.8 is available immediately direct from Marketing Information Systems Ltd. Visit [www.mkis-logic.com](http://www.mkis-logic.com) for more information. MKIS LOGIC™ can be accessed on Microsoft Windows Explorer v.6 and above, Netscape v.7 and above, Firefox v1.0 and has been tested on Linux, Windows PCs, and Macintosh.

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**About Mercia Sales & Marketing (A Division of Merciacom):** At Mercia Sales & Marketing – Service is Our Business. We work closely with clients to deliver quality integrated outbound telemarketing and demand generation services, with a results-driven focus to achieve outstanding ROI for our clients.

**About Marketing Information Systems Ltd:** Marketing Information Systems (MKIS™), headquartered in Warwickshire, UK, provides specialist web-based software and services dedicated to supporting the sales and marketing operations of small, medium and large organisations. MKIS™ enables greater control, visibility and operational effectiveness to be achieved by truly combining people, processes and technology. Contact: [PR@mkis.co.uk](mailto:PR@mkis.co.uk) or visit [www.mkis.co.uk](http://www.mkis.co.uk) or call +44 (0)870 44 272 96.