



## THE BIZMARKETING GROUP ENHANCES REENGAGEMENT WITH LIVEADMINS LIVE CHAT

Bizmarketing's management has provided direct marketing and database services to sales-centric businesses since the late 1980's. The Bizmarketing Group has built and enhanced CRM databases for SMEs and enterprises in the Gulf Region such as SIAL, Snap-On, BETEC and Cummins among others. In recent years, they have focused on generating qualified sales leads for their clients through effectiveness of their data and marketing skills. They promise to deliver requested services on time and within budget.

Bizmarketing's Managing Director, Mark Mogridge, utilized his background in advertising, IT and direct marketing to excel Bizmarketing in the UAE for over 24 years. They faced a challenge in terms of providing customer support during off-duty hours. This resulted in missed opportunities and prospects. During working hours, filtering out hot business leads and reengaging with lost/old prospects were some of the other issues that Bizmarketing needed to resolve.

Through the deployment of live chat by LiveAdmins, The Bizmarketing Group has been able to proactively deliver 24/7 assistance on its website. The chat agents engage clients during and after work-hours. They prequalify leads from an array of visitor queries and forward them to concerned personnel within Bizmarketing. Chat transcripts are sent out by LiveAdmins chat agents after every session. This benefits Bizmarketing for intelligent visitor reengagement and enables them to create a seamless customer experience for their clients.

LiveAdmins, established in Chicago in 2002, has enabled round-the-clock assistance, improved prequalification of leads, and enhanced visitor reengagement by facilitating The Bizmarketing Group with chat transcripts through its flagship live chat technology.

### AT A GLANCE

- Est. in the UAE in 1993
- Based in 4 Countries in Asia and Europe
- Built and Enhanced CRM Databases for SMEs and Enterprises
- Portfolio includes BMW, Microsoft, FedEx & Terrapinn

### ISSUES

- Providing support during off-duty hours
- Filtering out business leads
- Maintaining chat logs
- Reengaging with clients

### RESULTS

- 24/7 assistance by LiveAdmins
- Prequalification of leads by chat agents
- Instant chat transcripts after every session
- Intelligent visitor reengagement

*"LiveAdmins helps us capture more opportunities because they are there 24/7 to handle the chats. It was really fast to get it (live chat technology) going. You need staff to handle the queries and the questions from your customers. And as I said before, LiveAdmins is that solution."*

Mark Mogridge, Managing Director, The Bizmarketing Group

**Find out more**

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