



Market Research

Lead Generation

Hot Key Transfers

Fresh UK Consumer File

Bespoke Sales Campaigns

Brand Awareness

Customer Satisfaction Questionnaires

Opinion Polls

Business Research

UK and Offshore Call Centres



Phruit Research

REACHING THE PEOPLE WHO MATTER

The challenge for any business looking to launch a new product, improve customer satisfaction, impact brand strengths, segment markets and fine tune their marketing, sales & communication activities, is finding the right partner to work with.

Understanding the client

At Phruit we work diligently to understand the context of the market or industry in which our clients operate, then design appropriate market research programmes that address the challenges of our business clients' needs.

Taking responsibility

When it comes to market research, you don't just benefit from our consultative approach; your project is backed by our own team of highly skilled telephone interviewers, led by a dedicated account manager who takes responsibility for your project from the start, advising on question structure, script and process to completion, providing detailed statistical analysis.

Cultural understanding

With our call centres based in the UK, Canada, USA, South Africa and the Philippines, our telephone interviewers are immersed in the culture of the target audience, with a clear understanding of our clients' markets.

Quality

Complete confidence and peace of mind are at the core of any research we conduct on behalf of a client. As with all of our work, we ensure that the correct process, procedure and checks are in place to guarantee the integrity of your customer response.

Flexible approach

Our unique pricing model allows for a flexible approach to cost effective research, while maintaining high quality standards. Whatever the client's budget, Phruit can provide the solution that delivers the best possible return.



“I have been working with Phruit for over two years now; the service provided has been first class. From the outset there has been an attempt to understand our marketplace and to tailor the campaign to it. There has always been regular and pertinent communication with regards to actions carried out and results obtained, with feedback that has helped to modify the ongoing campaign. I can thoroughly recommend Phruit Ltd and will continue to use their services for years to come.”

Delroy Jordon - DJL Marketing

Lead Generation

FINDING THE PEOPLE WHO COUNT

Effective lead generation can save your business thousands of pounds when running a marketing campaign. With a lower cost to conversion ratio than conventional marketing strategies and with our unique Risk and Reward billing, we provide you with what you specify, when you need it, to fit your marketing volumes and budget.



We work closely with our clients to design perfect lead generation survey questions taking the work and effort out of finding the people that count to you; your next customers. With over 120,000 opted-in telephone surveys completed each month we consistently deliver high quality, detailed leads adding value and return to our clients' telemarketing and direct marketing campaigns.

The quality of our telephone consumer surveys are important to our clients, which is why each and every call is meticulously recorded and reviewed to ensure a consistent, high level of call centre performance.

For our clients, lead generation quality is key to the success of their marketing campaigns; for us, delivering high quality leads is key to customer satisfaction.

“ Dealing with Phruit for lead generation and data purchase is a pleasure. On a daily basis their Account Management team are very responsive to all our demands and ensure that the data collected on our behalf is of the highest quality... The decision to work with Phruit was based on their understanding of our business and their skill to adapt questions in their survey to find the right type of customers for us. ”

Rachel Willows - Thomas Sanderson

Hot Key Transfers

CONNECTING THE PEOPLE WHO BUY

Imagine your call centre; a place where every call is a positive experience, where every sales call is from an interested prospect. With our Hot Key Transfer service, rejection can be a thing of the past.

Rather than having your telesales team trawl through thousands of cold or tepid calls, our highly trained agents can identify, qualify and route directly to your call centre people who are interested or ready to buy your products and services, in real time.

Phruit have invested heavily in developing Hot Key Transfers, an extension to our lead generation survey.

At the completion of a consumer survey (with the consent of the prospect), our agents can transfer the call directly to your sales team to close the deal.

Clients who take our Hot Key Transfer service benefit greatly from a higher return on their marketing investment and a massive tactical advantage over their competition; a marketing manager's dream.

“ We required consistent volumes of quality leads for our tele-fundraising team to maintain a high level of service for our clients. Phruit provided us with a cost effective solution that very quickly added value to our business. They are a professional, personable business with their clients' interests at heart and I would thoroughly recommend them. ”

Rob Reaks - PTF

Fresh UK Consumer File

CATEGORISING THE PEOPLE WHO RESPOND

Fresh is what we call our database of consumers and fresh, recent and accurate data is what you'll receive by return; volume opted-in consumers to keep our clients' campaigns on the move with high value returns.



Our database of consumers continues to grow at a rate of around 120,000 records per month, constantly updated and refreshed through daily surveys. The Fresh Database now exceeds two million unique consumers who have opted-in to receiving a contact from you, our client.

Whatever the profile of your target market, we can provide you with demographic data that will maximise the success of your marketing campaign, be it direct mail or telemarketing. When asked, our clients reported greater ROI through less resource wastage and higher sales conversion than from other data providers.

“Friendly but very professional are the words I would use to describe Phruit Ltd. From the onset they clearly understood what we wanted our campaign to achieve. The quality of the leads generated was most impressive and exceeded all of our expectations. It has been a pleasure to work with them.”

Allan Byrne - The Carphone Warehouse

Phruit Limited

ABOUT THE PEOPLE WHO KNOW

Experience exceeding 15 years in the data industry led Phil and Charlotte Lightfoot to launch Phruit Ltd in 2005. Phruit has since grown rapidly to become one of the largest UK suppliers of quality information gathered through consumer surveys for B2C businesses.

Our success has been built on the company values of quality, speed and accuracy, building business relationships through trust and integrity. It is these values which have attracted clients such as Aviva, Next, Cancer Research UK, Vodafone and The Carphone Warehouse.

Continued success has led to rapid expansion (here in the UK and across the globe) with Phruit now employing over 240 highly skilled staff. Phruit continues to attract clients in both the private and public sectors and as a company we plan to grow dynamically and expand our range of services for the benefit of our business clients.



Mission

Phruit Ltd are dedicated to quality and accuracy with business relationships built on trust and integrity.



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