

CASE STUDY

BECOMING AN INTERNATIONAL THOUGHT LEADER

If you're running contact centers, bank branches or back office operations, predicting how many people you will need to meet the workload on any given day or time can be a challenge. Since labor is typically the single greatest operating cost, getting those estimates right is crucial.

GMT Corporation's (now Verint) Workforce Management Solution applies precision forecasting, intelligent scheduling and analytics to help companies optimize their labor force – increasing productivity, reducing operating costs, and improving customer service.

Despite its cutting-edge technology, however, the company lacked recognition among its target audiences in both the US and the UK. GMT turned to Arketi Group to increase awareness and generate media coverage.

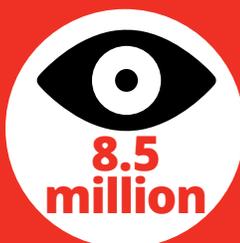
HOW WE DID IT

The Arketi PR team stood up an aggressive public relations campaign, generating a pipeline of press releases and social media content that would ensure a steady monthly flow of news. Once the releases were ready for media attention, Arketi developed a comprehensive strategy to gain as much traction as possible.

SOCIAL MEDIA Our research showed GMT's target audience and industry thought leaders were most active on Twitter, where GMT did not have an active presence. Addressing this, Arketi recruited key analysts, journalists and bloggers to follow GMT's tweets on recent media hits and industry trends.



Media placements



People reached



Established company as thought leader

CASE STUDIES The thought leadership platform Arketi developed included byline articles, tradeshow appointments, media tours and speaking engagements – all based around case studies. These case studies highlight GMT’s impact on customers such as BB&T, Golfsmith and Elevations Credit Union.

The team wrote news releases on the case studies and pitched them to strategic trade and business media. The case studies were also used to pitch byline article ideas to trade publications in each vertical; white paper content was also used in the same way.

MEDIA RELATIONS Using the case studies and byline articles, Arketi presented GMT as a thought leader – the voice of workforce management – to media in the US and UK. Arketi pitched tradeshow appointments and deskside briefings to UK trade media and pitched speaking opportunities and crafted speaking proposals for both countries. Two UK media tours landed appointments with top media outlets including the BBC and Call Centre Europe.

THE RESULTS WE ACHIEVED

The campaign’s first year saw GMT receiving 140 media placements, reaching 8.5 million call center and banking executives. Media relations efforts exceeded objectives by more than double, with 56 feature articles, nine bylined articles, and several speaking appearances for GMT executives.

In the first year, GMT attributed 11 qualified leads directly back to the PR outreach.

RECOGNITION In addition to exceeding visibility objectives and impressive media relations, this public relations campaign earned a Phoenix Award from PRSA, and Kevin Hegebarth, vice president of marketing for GMT, was selected as a finalist for the TAG Marketer of the Year Award.



“I’m a firm believer that marketing is a team sport and I am fortunate to be surrounded by a team of all-stars like Arketi.”

KEVIN HEGEBARTH
VP OF MARKETING – GMT CORPORATION