



UK's premier website portal for professional financial advice use Orchestra's integrated solution for online and offline delivery.

## Our Client

The UK's premier website portal for finding local, professional advice from Financial Advisers, Mortgage Advisers, Solicitors and Accountants.

Orchestra has been working with this client since 1996 providing them with an ever increasing range of marketing services over several media channels

## The Brief

The client needed an **integrated** contact centre, database, email and fulfilment **partner** that could deliver a robust FSA validation process as well as integrated micro sites, complex email delivery, and inbound and outbound contact centre.

Having all these services delivered in an integrated setting was always going to be a complex service for any communication solution provider.

## What We Did

All services are supported by a special **relationship** built over many years between Orchestra and its client.

Understanding the client's unique position, their online focus and our own **bespoke service** offerings have resulted in Orchestra regularly being involved in our client's strategy planning, and in most ways we are an extension of our client's business



Cert No. AJA07/11788



Cert No. AJA05/9555A



Cert No. AJA01/4321  
Cert No. AJA02/4600



Certificate No. 9975  
Certificate No. 9928



Certificate No. SA-COC-091719



Certificate No. CATG-PEFC-206





## Our Solution

Orchestra have expanded existing database systems to provide **versatile** payment processing services (allowing direct debit payments and credit card/cheque payments direct to client bank) including **automated** direct debit confirmation emails.

Orchestra has also developed an email broadcast service to enable our client to **cost effectively** contact their customers. We invested in infrastructure to provide web hosting facilities to enable our client's customers to correspond and amend data records using online data capture pages.

Our client's latest campaigns have required complete online self service web pages, all of which have been designed, built and hosted by Orchestra; including full collaboration with existing hosts of our client's main website.

Our client's customers are now able to register, amend and subscribe in an online environment.

## Benefit

Orchestra are able to offer an online and offline integrated service that is **flexible** enough to be able to deliver **robust** daily and monthly campaigns, but are also able to scale up to yearly national sales drives or large scale verification solutions across telemarketing, email, web and print



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Based in the south-west of England, Orchestra Group is a leading provider of communication solutions.

Using email, print, SMS, web and contact centre, we receive, deliver, & fulfil hundreds of millions of communications each year.

We do all of this for 240 of the FTSE 250, and annually 1 in 2 of the UK adult population is contacted by Orchestra.

To find out more about what we do please get in touch. You can contact us by:

Visiting [www.orchestragroup.co.uk](http://www.orchestragroup.co.uk)

Calling +44 (0) 117 300 3100

Emailing [webenquiries@orchestragroup.co.uk](mailto:webenquiries@orchestragroup.co.uk)

We look forward to hearing from you.

