

The Client:



## Atos Worldline

Atos Worldline is a European leader in the payment and transactional services industry.

With a rapidly growing digital solutions portfolio that helps businesses and consumers to capitalise on digital ecosystems, they deliver continuous commercial improvement through seamless customer journey management.

*"The success of this initiative has been the mutual trust that has developed between us along with Network Sunday's flexibility and proactivity."*

*They are not a supplier in the traditional sense but rather a partner, and their account team are an extension of our sales team working seamlessly on our behalf."*



**Mark Cousins**  
Atos Worldline

# Atos Worldline Takes New Retail Proposition to Market with Network Sunday

## The Challenge

A division of Atos, Worldline has an established reputation within the payments and transactional services industry. Facing the challenge of selling an emerging retail proposition to stakeholders in a relatively new target sector, their sales and marketing team needed assistance driving quality leads into their sales funnel which would essentially fast-track the process of bringing a new proposition to market.

Head of Marketing & Communications, Mark Cousins was looking for service providers in new business development who had a solid understanding of LinkedIn and whom he could rely on to feed real sales opportunities to his sales team.

## The Results

Network Sunday launched a social selling engagement with Worldline in May 2015, utilising their LinkedIn networks to establish dialogue with stakeholders at the right companies. Invested in quality over quantity, Network Sunday implemented a rigorous qualification process that ensured all prospect meetings attended were real sales leads.

This has become an important lead generation channel for Worldline, who now have a steady stream of active discussions and business opportunities with key prospects across their selected target sector.

### CAMPAIGN HIGHLIGHTS

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ACTIVE WORLDLINE  
SALES OPPORTUNITIES  
IN 6 MONTHS

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*More opportunities, less work*