



Coventry & Warwickshire  
Chamber of  
Commerce  
The Ultimate Business Network

# Mailing list proves the perfect tool for generating increased business

A Rugby-based business software applications company has secured significant new business with the help of the Coventry & Warwickshire Chamber of Commerce.

RentUrApp™ delivers bespoke applications designed to streamline business processes, increase efficiency and provide a competitive advantage to their clients. Every application they deliver is designed specifically around the client's unique business needs - once the app has been thoroughly tested, it's then rented to the client.

Chamber members since 2001, RentUrApp™ originally joined to gain access to wider business opportunities in the local area. The broad portfolio of services Coventry & Warwickshire Chamber of Commerce provides was an additional attraction.

## High-quality contacts

Recently, RentUrApp™ secured a discounted mailing list of 450 East & West Midlands-based Haulage businesses with a view to ramping up its marketing activities in the search for new business. The contacts proved invaluable and following an in-house telemarketing campaign led by team leader Wayne Russell, new business quickly came rolling in.

They secured the contract to provide a bespoke product, HaulSist™ -



Pictured from l to r Angela Lennox, C&W Chamber Membership Support, Wayne Russell, RentUrApp, Keely Hancox, C&W Chamber Operations Director

Haulier Assistant, for a Rugby-based Haulier designed to simplify the process of tracking and transferring information related to milk collections and deliveries. Data is automatically updated to the cloud by a wizard driven interface, simplifying the data-capture process and eliminating the need for local data storage.

## High-quality contracts

And it's not the only successful outcome from the mailing list. They've recently secured another contract with a Haulier based in Stoke on Trent which improves the management of container shipments from source to destination. On the back of this contract a new product, SmartSist™, has been developed which provides a quick and easy way to report defects on lorries before starting their journeys.

The Mailing list service has proved to be an invaluable resource for

RentUrApp™ and it's continuing to make high-quality contacts using that information. In turn they help bring in even more business, not only from outbound marketing activities but also from increased inbound enquiries.

## Delivering added value

RentUrApp™ clearly saw the benefit of Chamber of Commerce membership when joining up in 2001, the recent success of the marketing campaign it's established with the help of the Mailing list service has confirmed that belief and, as Wayne is keen to point out, "justified the cost of membership on its own."

