



## TESTIMONIAL

Aitch Em is a graphic design agency which has been running now for over 22 years.

The challenges that we face have changed enormously over the years due to the advance of computer technology. No longer is there any mystique to the production of quality artwork or clever photo-manipulation – anyone can do a passable job with a little bit of knowhow and the right software. The considerably decreased cost of equipment has also made for easy access to the industry and e-mail has reduced the possibility of face-to face consultation and presentation. Established design agencies have never had to compete so ferociously, for the same work, with individuals with minimal overheads and often little experience.

To ensure our survival we launched ourselves into a programme of networking and tele-marketing. The networking effort produces some results which are, in general, on a relatively small and therefore not particularly cost-effective scale. Over the past two years, however, tele-marketing with Responsiva has generated some large scale projects with very attractive profit margins. The very first appointment produced a brochure project with a budget of £25,000!

We are very happy with the appointments Responsiva have generated for us and particularly the level of service and dedication we receive from all members of the company. Each appointment is followed-up to make sure a) I have attended, b) how I got on with the client and c) was there a need to tailor the appointment making process. This provides us with a very flexible approach to match the needs of our market and allows us to monitor the effectiveness of targeting.

I would recommend Responsiva to anyone who needs their services, and already have in several instances. Keep up the excellent work!

A handwritten signature in black ink that reads 'Nick Haine'. The signature is written in a cursive, flowing style.

Nick Haine