



AngelVision Technologies

Case Study

CPC Logistics

Location: <http://www.impactmovie.com/cpclogistics/>

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AngelVision: **How have you been using your AngelVision Impact Movie?**

Client: We've used it on a big screen to attract attention at trade shows, and we've been using it in our email campaign. **When we attached the Impact Movie to email, we had a 25% callback rate from prospective clients. And even with cold-calling, we saw a 10% callback rate, which was fantastic. Headquarters loved it.**

AngelVision: **What were your main sales and marketing challenges before the movie? How does the IM address those challenges?**

Client: It's been a challenge for our sales force to get their foot in the door and quickly communicate exactly what we can do for prospective clients. The movie is a fantastic tool to put it all in a nutshell in three minutes. It's been great as a pre-screener, especially at trade shows. People can quickly see if we offer something they need. So when the walk over to talk to our sales guys, they're already interested and informed. **We actually saw a 50% increase in people asking us to contact them after the trade show—which has made our trade show presence much more productive.**

AngelVision: **How did you learn about AngelVision Impact Movies?**

My first exposure was through an email sent to me with a link to an Impact Movie. It piqued my interest, so I signed up to attend the Coffee with AngelVision webinar. I thought it was very organized, short and to the point, and it gave me all the information I needed without wasting time. I was very impressed.

AngelVision: **How was the overall experience of working with AngelVision and our production team?**

Client: It was an absolute joy to work with the people at AngelVision. The process was very smooth, the people were great, from the sales team to the writers to the project managers and developers—they met every deadline. There wasn't a single person who wasn't professional or customer focused. Our project was actually completed before I expected it to be done.

AngelVision: **Have there been any unexpected side benefits?**

Client: Besides being used to explain what we do to potential customers, we now show the movie to our vendors—banks, health care, and third party administrators to quickly help them understand what we do and how to serve us better.

AngelVision: **Would you recommend an Impact Movie to a colleague?**

Client: I certainly would. It's been a great tool for us to use with both prospective clients and existing ones. And as our needs change, I can see doing another Impact Movie with you guys down the road.