

CASE STUDY – MIDAS (Manchester’s Investment Agency)

PPT HELP MIDAS SMASH TARGET

OVERVIEW

MIDAS (Manchester’s Investment Agency) assists businesses looking to relocate or expand within the Greater Manchester city-region. PPT Solutions has worked with the organisation for two years on a number of core projects.

CHALLENGE

MIDAS has performance targets to achieve, in terms of the number of jobs created or retained within Greater Manchester. Enquirers, property agents and local authority partners alike rely on the quality of its data. Communications with these parties and how MIDAS deals with incoming calls is vital to its ongoing success.

SOLUTION

PPT provides several services to MIDAS, including:

- Management of the Greater Manchester Property Database of some 3000 available commercial properties and 600 property agents
- Management and progression of enquiries made into MIDAS from parties considering locating or seeking commercial property within the city-region
- On-going open dialogue with all of the business stakeholders: MIDAS professionals and their Local Authority partners and property agents across the Greater Manchester city-region.
- Training all parties on the bespoke database systems

BENEFITS

Because the MIDAS database is proactively managed on an on-going basis, MIDAS, their customers and partners are confident of the validity of information. This means MIDAS resources are optimised and MIDAS professionals are able to focus exclusively on their areas of expertise.

Strict service level agreements have continually been adhered to and the quality of service and value for money provided by PPT has been independently audited and proven.

PPT’s input has provided a major contribution to MIDAS performance; reported in the NW Business Insider in June 2007: “Colin Sinclair’s MIDAS team have

smashed their annual targets, bringing in inward investment enquiries by the truckload and creating nearly 3,000 jobs.”

CONCLUSION

Ken Turner, Operations Director of MIDAS, said: “MIDAS has worked in partnership with PPT for almost two years, and have always found they provide an excellent standard of service to our clients.

“PPT has been handling the initial contact from our clients as well as marketing the MIDAS brand to property agents throughout the Greater Manchester area for that period and have remained highly flexible and professional throughout.

“Their input in to the way MIDAS and our partners initially interact with clients has proved to be invaluable and we would highly recommend them to any other company with similar requirements.”