



Data entry firm benefits from rapid input of enterprise support

Delgat Data Entry has been processing data since 1979, with a steadily growing client base. But website leads, a key source of new business, started to dry up. When director Tom Laurence wanted to work the website harder, he asked Business Link for advice.

The Challenge

“Back in the days when a mainframe computer filled a room, my co-director and wife Phyllis decided to start her own business,” explains Tom. “Being an expert computer trainer, she launched a new data input bureau, Delgat Data Entry.”

Although the company started life using mainframes, Phyllis saw the shape of the future, and she switched to PCs in the early eighties.

“As an engineer by background, I joined the company soon after that point to manage the IT infrastructure and maintenance,” continues Tom. “Although commonplace now, at the time this required highly specialised skills.”

St Albans-based Delgat Data Entry has stayed loyal to its core competence of manual data entry from hard-copy forms and other documents, resisting the temptation to diversify into other services. This approach has paid dividends and the firm now boasts a roster of household brands as its client base.

But Delgat’s website, which had been a rich source of ongoing new business in the early days following its launch, was just not performing as Phyllis and Tom needed it to. So Tom asked their long-standing Business Link Adviser, Claire Savidge, for advice. Clare saw that this was a job for an IT expert,



and called in David Marsh, a Business Link Specialist Adviser in IT and E-commerce.

The supplier brokered by Business Link did such a good job with our Google AdWords campaign that our phones didn’t stop ringing

Tom Laurence, Delgat Data Entry

The Solution

According to David, Delgat Data Entry’s website was in need of a refresh

and the application of some new techniques in web marketing. “Of course, being an IT services firm, Delgat Data Entry had launched a website very early on, and it

was simply showing its age,” says David. “After discussing with Tom and Phyllis their requirements, I helped draft a specification for a site re-design and a web marketing campaign.”

David was also able to provide the details of three web-marketing agencies from Business Link’s Supplier Brokerage Service (SBS). “The SBS is very powerful tool,” explains David, “which allows me to search over two thousand registered suppliers in the East of England, using a wide range of variables – things like the suppliers’ sector experience, their location and more.

“I can then provide my client with links to the three supplier profiles that most closely match their needs, and allow them to choose the one they would be most comfortable working with.”

David also assisted Tom with an application for a TakeITon grant. According to Tom, this was a very welcome surprise, with the grant covering 40% of the costs of Delgat’s website upgrade and marketing campaign.

With the updated and optimised website, plus the addition of a freephone number and a carefully crafted Google AdWords campaign, the Delgat Data Entry team had everything in place.

The Impact

It wasn’t long before they knew that their investment had been worthwhile. “The web marketing was so successful that our phones didn’t stop ringing,” says Tom.

“In fact, we had to reduce our keyword campaigns because of the response.” New clients rapidly absorbed the company’s spare data capture capacity and Tom and Phyllis now have the opportunity to grow the business further.

According to Tom, “Without Business Link we would not have received the expert guidance, independent advice or financial support; nor would we have seen such good results so quickly.”

Could **YOU** benefit from Business Link’s **free, independent and impartial** advice?
Contact us now to find out what we could do for your business:

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