

Case Study: Rethink IT

About the Client	Business Benefits Delivered
<p>Rethink IT aims to offer a constantly expanding range of products and services which includes Email services, domain name & stepping stone Web pages. Rethink IT service is designed for companies just like yours who are contemplating a website or using generic email address (i.e. Hotmail, AOL, yahoo, btconnect etc) but who are still unsure of the easiest and most effective route. We aim to provide a well designed and highly functional space on the internet for your business with minimal time or investment required on your part</p>	<p>Outsourcing their sales process to Mint Tree helped Rethink IT in:</p> <ul style="list-style-type: none"> ✓ Cost Advantage ✓ skilled labour <p>Henceforth we provided them cost effective solution.</p>

Business Challenges

Rethink IT experienced amorphous growth in its short span of time. The challenge that Rethink faced was that business & technology experts were wrapped in silos affecting productivity and hence “time to market”.

There were low levels of communication between staff & management leading to divided focus on long term & short term goals across various divisions. Moreover they had no experience in telesales; Budget; infrastructure.

Mintree Role

Our role in terms of problem Identification & aligning it to achieve their objectives was to bring in revenue for the company in terms of selling more websites.

Mint Tree helped Rethink IT in:

- ✓ Achieving their sales target
- ✓ Expansion of their business
- ✓ Creating awareness
- ✓ Helping them focus on their core activity