



Callbox Delivers Qualified Leads for Workforce Management Solutions Expert

THE CLIENT

The Client specializes in empowering project workforce locally, and provides visibility globally. They make it possible to manage project workforce in real-time, eliminating the spreadsheets and custom-built applications enterprises use to fill the gaps caused by disconnected systems.

Their project workforce management helps streamline project management, optimize resource utilization and precisely account for costs and revenue across projects and workforce. The Client leverages existing software investments and adapts to structures and processes to automate time and expense tracking, cost and revenue accounting, workforce planning, as well as other project and workforce related processes.

The Client's on-demand software has earned an unqualified SAS 70 Type II certification ensuring maximum data security, reliability, and scalability for our hosted customers. Since 1995, the Client has served over 800 organizations around the world, including Caterpillar, Corning Cable Systems – RD&E division, First National Bank, Hydro Quebec - DPE, Invensys Systems Canada, Major Drilling, Pioneer Natural Resources, State of Wyoming, The Pentagon, University of Michigan, Fisher Scientific, and Wyeth Biopharma.

THE CHALLENGE

With the volume of traffic the Client's website gets every day, the Client needed to gather significant information from all its visitors in order to enhance its service offerings. It sought the services of a sales and marketing expert to handle all website inquiries and calls on their behalf and more importantly, qualify visitors and identify their needs so that its sales team can focus more on closing deals.

THE SOLUTION

For Client's needs, Callbox implemented two extremely effective marketing strategies: Lead Qualification and Appointment Setting.

The Callbox team handled all service inquiries in the Client's website. Callbox agents profiled the Client's visitors by asking them their role in the company they represent, what industry they belonged to, the motivation behind visiting the website and gathering their contact information. The more crucial process was finding out what service they were interested in and what their requirements were. The qualifying process included questions on:

- Budget
- Current processes and software solutions
- Number of Users
- Target implementation date
- Industry

While discussing these criteria and requirements, each Callbox Lead Manager types notes directly into Thunderchild using the template of the question and determines which among his or her list should be given a follow up call.

Once a lead is set to qualified, the Callbox sales team will then take over. An appropriate sales representative is assigned to a particular set of prospects based on their geographic location as well as the size and scope of the implementation. The sales representative then calls these prospects for a more thorough discussion about their business requirements in preparation for an eventual product demonstration.

Owing to the Callbox team's excellent communication skills, consistency and efficiency in the conduct of the Lead Qualification campaign, the Client has been getting a steady flow of qualified appointments. Its sales team is now devoting full attention to closing deals, significantly increasing sales.



SALES & MARKETING SOLUTIONS