

Rock Solid Leads for AU and NZ's Top Technology Consulting Firm

THE COMPANY:

The Client is the largest independent Oracle, PeopleSoft and JD Edwards consulting organization in Australia and New Zealand as well as the largest Oracle, PeopleSoft, JD Edwards and Microsoft SQL Server support organization in Australia and New Zealand.

The Client is a specialized technology consulting organization focused on building and supporting long-term relationships with enterprise and government customers.

The Client is an Oracle Certified Advantage Partner, the highest level of partnership with Oracle, only achieved by a few companies globally. They provide a complete service continuum of Oracle, PeopleSoft, JD Edwards and SQL Server including: sales, planning, design, implementation, project management and support. Their offices are based in Australia and New Zealand and their support centre services a large diverse client-base located across five countries.

THE CHALLENGE

- Increase sales and generate awareness about the benefits of the Client's products and services
- Promote the Client's event entitled "Oracle Leadership Forum", gather attendees and confirm their attendance

THE CALLBOX SOLUTION

Callbox launched two campaigns – Lead Generation through Telemarketing, and a Call-to-Invite Campaign.

Lead Generation Campaign

Callbox agents made calls to CIOs of companies from a list of prospects provided by the Client. Every call began with the introduction of the Client's company, followed by an invitation to an introductory chat about the benefits of the Client's support services with the Client's Business Development Manager. Once a positive response was received, Callbox callers emailed information about the Client's services and collected the prospect's mobile number and preferred time of meeting. This information was entered into PipelineCRM, Callbox's customer relationship management system, for the Client to review and follow-up.

Call-to-Invite Campaign

The Client had previously sent email invitations to a list of prospects for the Oracle Leadership Forum. The Callbox Team's task was to:

- Call those prospects and confirm receipt of the invite from the Client
- Confirm attendance to the leadership forum

The Callbox callers collected contact information from prospects who signified their intention to attend the free leadership forum. They collected the attendees' names, company names and email addresses for the Client's registration files. Prospects who informed Callbox that they failed to receive invites to the event were sent invitations through email and received a confirmation call 48 hours later.

THE RESULT

The Callbox team successfully increased Client's customer share. The Client's own team focused on closing business opportunities via setting appointments, after Callbox qualified their prospects for them. Companies who availed of Client's SEO service offering exponentially increased after the latter's involvement with Callbox's Lead Generation campaign.

The Client is currently following-up on the business prospects which Callbox has provided them.

