



# Callbox Prints Out Success For ICT Leader

## THE CLIENT

  
**INDUSTRY**  
ICT

  
**LOCATION**  
Singapore

  
**HEADQUARTERS**  
Singapore

  
**CAMPAIGN TYPE**  
Lead Generation

  
**TARGET LOCATION**  
SG & HK

### ABOUT

The Client is the largest HP partner in Asia, providing intelligent applications and innovative solutions and offers a wide portfolio of print devices.

### TARGET INDUSTRY

Any business with printing needs with main focus on Financial Institutions & Manufacturing Plants.

### TARGET DECISION MAKERS

IT Manager, HR Administrator, Procurement/Purchasing Manager, Buyer, Office Administrator, General Manager, Person-In-Charge of printers and photocopies

## THE CHALLENGE

The Client consistently delivers the best print and copy solutions for their customers - a potent commitment which brought them successes in revenue and customer care since the company's inception in 2005.

But as years passed, market competition has become tougher and the primal revenue target of 20% per year showed a dramatic decline in recent years, dipping to only 13%-15%. Due to this decline, the Client felt the urgency to regain what they've lost and immediately acted on the issue by taking the next best steps - looking for an outsourced lead generation partner and deciding on Callbox.

## HIGHLIGHTS

- Use of 5 marketing channels
- Warming up prospects via Lead Nurture Tool
- Increased contact rates via Callbox's SMART Calling
- Lost revenue regained

## RESULTS WITHIN TWELVE WEEKS



**79** Qualified Leads  
or Appointments



**477** Leads for  
Follow Up

### CALL

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**callbox**

SALES & MARKETING SOLUTIONS

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## RESULTS AND RETURN ON INVESTMENT

The first two weeks of the campaign were mostly spent on customer profiling but leads were already slowly coming in where the Callbox team generated 12 appointments. The next two weeks generated another 12 leads which closed the first month to a total of **24 appointments**.

The next four weeks showed progress as the team generated a total of **26 appointments** and prospects seemed to have become cordial which probably was due to their familiarity of the Client's program from the brochures they received, an effectual process brought about by Callbox's lead nurturing campaign using the Pipeline Lead Nurture Tool.

As the the last four weeks rolled, the team dynamically progressed in the way they handled the campaign with much ease and generated a total of **29 appointments**.

In total, the Callbox team generated **79 appointments** for the print management leader.

## THE CALLBOX SOLUTION



### Customer Profiling

1. Callbox validated contact details in the database to ensure accuracy by sending initial emails with overview on the total print managed services.
2. Active responses like opened emails, website visits, clicked links, downloads and queries were tracked via the Pipeline Lead Nurture Tool and saved for follow-up.
3. Invalid emails (bounces) and contact details were corrected updated upon speaking with the decision maker.



### Appointment Setting

1. Active contacts were prioritized and followed up via different channels (call, email, social, web and mobile) based on the prospect's business buying behavior which was made possible by Callbox's SMART Calling process.
2. At least 4 out of 6 probing questions should be answered by prospects to provide the Client's consultants substantial data, a requirement fully complied by the team.
3. Prospects who agreed to speak with the Client were sent calendar invites to keep them reminded of the appointment schedule.
4. After each call, regardless whether the prospect agreed for an appointment or not, agents offered to share/send pertinent information about the program to prospects to ensure familiarity and build a higher chance of conversion in the next follow up call.

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