



callbox

HR Market Leader Wins It All Back and More with Callbox

The Client

Industry: Human Resources
Location: New Zealand
Headquarters: New Zealand

Campaign Type

Lead Generation

Campaign Target Criteria

Location: New Zealand
Industry: All industries with 20 - 200 employees

Challenge

The Client prides itself with a 33-year experience in providing over 10,000 customers with low cost, simple and very effective payroll solutions. However, this market dominion was somewhat threatened when payroll system providers in New Zealand offered the same or similar packages on software functionalities like Auditing, Templates, Tracking Capabilities, Costing Statistics, Pay History, Contributions and Help Desk Support, which deflated the Client's huge number of customer database by 20%.

The competitors were seen to be quite aggressive in generating more customers, so the Client decided to combat the move by undertaking feisty initiatives like outsourcing a lead generation company who would help them *look for new customers and win back those they've lost.*

Call

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The Callbox Solution

Callbox's multi-channel marketing program was designed to help clients maximize the full potential of a well-profiled and managed database to get them in front of their target prospects with the right message, at the right time.

In the said campaign, the Client required the Callbox team to generate leads using two different approaches for lost customers and new targets. The generated leads were differentiated into two categories, and from which the Client customized their solution/offers:

Concept 1- Send Mail

A sequence of emails are sent to all unique entries contained in the Target List. The call result tag in the pipeline triggers the status change in the LN Tool, and a specific email copy is automatically sent. Below is a reference of email copy with corresponding call tag:

1. Prospects (new targets) who agreed to speak with the Client's representative to discuss about the product /solution and its benefits

Approach:

This type of target customers were sent initial email copies that contained FAQs about their pain points like Holiday Pays, Leave Rates calculations, etc. As soon as the prospect opened the email or took action like clicked the Client's website or accessed any link in the email, which were tracked real-time by the Callbox team, the contact was then scheduled in the Callbox Pipeline to be called by the agent and set for an office, online demo or phone appointment with the Client's specialists.

2. Lost customers who agreed to speak again with the Client's specialists and were interested to know about new offers

Approach:

For winback customers, the initial email copies included cost- and time-saving offers from the Client such as systems upgrade at the same package cost, restructured payment schemes and a sample comparative script of how their old service would look like upon return. A day after the initial copies were sent out, whether or not the prospect had opened or taken any action on the email or not, the agent made follow-up calls to those targets and set them for office, online demo or phone appointments with the Client's specialists.

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In addition, the agent incorporated a customer profiling activity during follow-up calls which made the database more accurate by updating contact information like the prospect’s name, company name and address, contact numbers, email addresses and social media accounts.

The Results

The Callbox team generated a total of 84 Leads: 11 Office and 35 Phone Appointments and 38 Online Demonstration Bookings which were all part of the 2,343 Positive Contacts that included warm follow-ups. Out of the 84 Leads, 38 (40%) were winback customers.

POSITIVE CONTACTS	2, 343
Total Generated Leads	84
<ul style="list-style-type: none"> • Office 	11
<ul style="list-style-type: none"> • Phone Appointments 	35
<ul style="list-style-type: none"> • Online Demonstration Bookings 	38
Winback Customers	38 (40%)

Callbox’s multi-channel marketing platform was effectively utilized for the payroll leader’s lead generation campaign and which realized their goals to win back lost customers and acquire new ones worth nurturing.

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