



# IT Security Provider Taps into APAC Markets with Callbox Campaign

## THE CLIENT



**INDUSTRY**  
IT Security



**LOCATION**  
Shenzhen,  
China



**HEADQUARTERS**  
Austin, TX



**CAMPAIGN TYPE**  
Appointment  
Setting



**TARGET LOCATION**  
AU, PH

### ABOUT

The Client is the China office of a U.S.-based company that provides security identity solutions. Its products include authentication and credential management appliances, biometric authentication solutions, card printers, smart card-based credentials, controllers, contactless credential encoders, OEM-embedded modules, and RFID tags.

### TARGET INDUSTRIES

**AU:** Leisure, Gym, Health and Fitness Clubs,  
Sports Clubs, Membership Organizations

**PH:** BPO and Manufacturing

## THE CHALLENGE

The Client is looking to capture a huge part of the growing demand for smart cards and personal identification applications in the APAC region. In particular, the company aims to grow sales of its card printers/encoders and its ID card design software suite.

In line with this, the Client's strategy calls for targeting organizations that issue cards to employees or members in order to position its solutions as an alternative to legacy systems or other secure identity brands. The value proposition for its products and services revolves around flexibility, scalability, reliability, security, and affordability.

Currently, the Client focuses on two key markets: Australia and the Philippines. Its target companies in Australia include golf clubs, yacht clubs, sailing clubs,

football clubs, rugby clubs, and other organizations with regular members. For the Philippines, the Client wants to reach out to manufacturing and BPO companies.

This year, the Client has been moving more toward outsourcing marketing activities in the awareness stage of its sales funnel. The company wants its in-house team to concentrate on nurturing and following up opportunities, while letting a third-party agency do much of the prospecting and lead generation heavy-lifting.

Aside from delivering cost savings and productivity gains, the Client requires its marketing partner to have deep familiarity with its target markets and must be able to effectively communicate its value proposition.

### CALL

USA +1 888.810.7464  
UK +44 207.442.5066  
AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122  
SINGAPORE +65 3159.1112  
MALAYSIA +60 3.9212.5776  
HONG KONG +852 3.6786708

### EMAIL

info@callboxinc.com  
sales@callboxinc.com

SALES & MARKETING SOLUTIONS

## IT SECURITY PROVIDER TAPS INTO APAC MARKETS WITH CALLBOX CAMPAIGN

## HIGHLIGHTS

- Carried out a successful appointment setting campaign for a leading IT security company
- Met all campaign objectives by the end of the project
- Delivered highly-qualified sales opportunities and actionable marketing intelligence

## RESULTS WITHIN TWELVE WEEKS



82 Qualified Appointments



104 Completed Leads



33 Leads tagged for Follow Up



640 Decision Makers Reached

## THE CALLBOX SOLUTION

The Client selected Callbox after a thorough evaluation process, citing Callbox's proven track record of successfully managing campaigns for complex-sale IT products in the APAC region.

Representatives from the Client and Callbox then hammered out a campaign plan whose main goal was to engage prospects via live phone conversations enhanced with email and other channels. The primary focus of each touch point was to sell the benefits of the Client's secure card printer/encoder and ID personalization suite in order to book an appointment with a rep from the Client.



## Appointment Setting

- Callbox prepared the contact list based on the Client's specifications for each target market (Australia and the Philippines). The Client then approved the list before starting the campaign.
- The Callbox team drafted separate call scripts for each target vertical (using relevant points from the Client's value proposition). The scripts were sent to the Client for review.
- Agents contacted prospects on the approved list. Prospects who agreed to a face-to-face meeting were tagged as qualified appointments or sales-qualified leads (SQLs), while those who showed interest by accepting a free whitepaper were tagged as completed leads or marketing-qualified leads (MQLs).

## CALL

USA +1 888.810.7464  
 UK +44 207.442.5066  
 AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122  
 SINGAPORE +65 3159.1112  
 MALAYSIA +60 3.9212.5776  
 HONG KONG +852 3.6786708

## EMAIL

info@callboxinc.com  
 sales@callboxinc.com

## RESULTS

The campaign ran for 3 months and generated a total of 82 qualified appointments (SQLs) and 104 completed leads (MQLs). The bulk of these appointments and leads were produced during the latter half of the campaign, since much of the first half was spent warming up prospects and collecting additional information.

In addition to leads and appointments, the campaign also gathered vital marketing intelligence for the Client. The Callbox team uncovered which security identity brands were in use, prospects' feedback on these brands, and reasons for sticking with the status quo.

Since the 82 appointments handed off by the Callbox team are highly qualified sales opportunities, the Client believes it can convert 20% to 30% (15 to 25) of these SQLs into customers within the next three months.

---

**CALL**

USA +1 888.810.7464  
UK +44 207.442.5066  
AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122  
SINGAPORE +65 3159.1112  
MALAYSIA +60 3.9212.5776  
HONG KONG +852 3.6786708

**EMAIL**

info@callboxinc.com  
sales@callboxinc.com