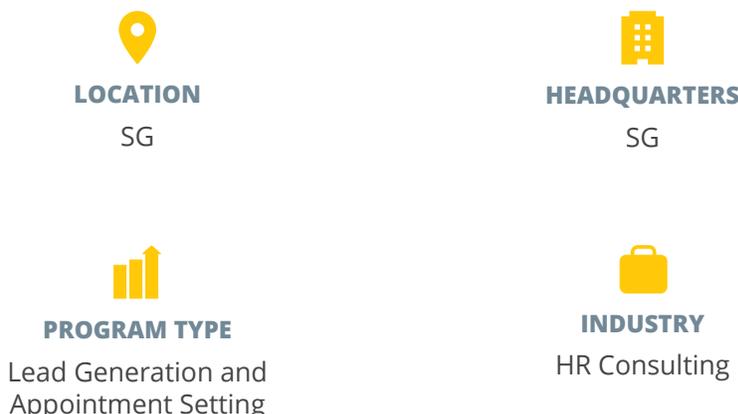




# Callbox Gives HR Consulting Client Base a Boost

## THE CLIENT



### TARGET LOCATION

Singapore

### TARGET INDUSTRIES

All industries excluding consulting and training institutions

### TARGET CONTACTS

Head of Learning and Development, Learning and Development Manager, Learning and Development Director, HR Manager, HR Director, Head of HR, Head of Talent, Talent Manager, Head of Training, Training Manager, Training Director

### ABOUT

The Client is a Singapore-based consulting company that provides intercultural management courses to organizations worldwide. The Client helps customers develop cross-cultural skills through customized training, coaching, workshops, and conferences.

## THE CHALLENGE

A leading provider of intercultural management training services in Asia, the Client has built a strong portfolio of over 150 multinational companies across various industries. Despite its established presence, increased competition in the market prompted the Client to adopt a more aggressive growth strategy, focusing on direct and targeted outreach to high-potential prospects.

However, with limited outbound experience, the Client faced challenges identifying the right prospects, securing meetings with qualified decision-makers, and gathering valuable marketing intelligence to refine its sales approach. To overcome these hurdles, the Client sought external expertise to streamline its outreach and accelerate market expansion.

### HIGHLIGHTS

- Successfully executed a region-wide appointment-setting program for an HR consulting and training firm.
- Engaged prospects through live conversations, reinforced with strategic email touchpoints.
- Delivered highly qualified appointments and critical sales intelligence to enhance the Client's outreach strategy.

### RESULTS WITHIN 6 MONTHS

  
102 Sales Appointments

  
51 Marketing Qualified Leads

The Client partnered with Callbox after a stringent RFP process, pointing to the latter’s substantial roster of satisfied customers in Singapore as a key differentiator. Callbox put together an Account-Based Marketing Lead Generation & Appointment Setting program plan, which consisted of:

- Account-Based Multi-Channel Lead Management via Voice, Email, Chat, Web, Social Media, and Webinar
- Sales Enablement & Support, which included Product Training, Account Setup, and Back Office Sales Support
- Tools & Subscriptions to the Smart Engage and HubSpot CRM
- Account Management with Strategy Building, Regular Reporting, and Product Knowledge

The Goals

1. Launch a targeted, multi-channel program to boost brand awareness and reach more qualified prospects.
2. Identify prospect needs through personalized discovery calls.
3. Set meetings with interested prospects, seamlessly connecting them with the Client’s sales team.

The program progressed in three main stages:



Account Research and Selection

1. The Client specified program target industries, locations, and relevant contacts.
2. Callbox worked out the Client’s ideal customer profile (ICP), which served as a basis for identifying qualified accounts.
3. Callbox then compiled a list of potential contacts to target, which was reviewed and approved by the Client.



Account and Prospect Profiling

1. The Client provided target decision makers for the Callbox team to reach, which consisted of detailed demographic and firmographic segmentations.
2. The buyer personas designated as the program’s primary targets were Revenue Cycle Directors, Directors of Patient Financials, CFOs, Vice Presidents of Finance, among others.
3. The master contact list was segmented based on these personas and grouped according to industry type.



Multi-touch, Multi-channel Outreach

Employing an AI-assisted approach, they crafted nurture paths integrating phone, email, web, and LinkedIn engagements, all within an adaptive outreach system.

With Callbox’s proprietary CRM, Smart Engage, all outreach activities were smoothly coordinated, keeping the Client updated on the program’s progress.

RESULTS

Over six months, the program generated 102 qualified appointments and 51 marketing-qualified leads (MQLs).

Based on past performance, the Client anticipates sending proposals to 80% of qualified prospects, with an expected close rate of 15% to 30%. This means the program could potentially add up to 30 new deals in the next sales cycle—an 8% increase in the Client’s customer base.

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