



Cost Reduction Consulting Firm Grows Potential Sales with 270+ New Business Leads

THE CLIENT



INDUSTRY

Management Consulting



LOCATION

US & Canada



HEADQUARTERS

North America



CAMPAIGN TYPE

Appointment Setting



TARGET LOCATION

US & Canada



TARGET PROSPECTS

Business Owners, Managers, Directors

ABOUT

The Client is an independent cost reduction consulting firm with offices all over the US and Canada. They help businesses reduce essential service expenses on telecom, merchant services, and shipping by twenty-seven to twenty-eight percent, and have delivered more than three hundred million dollars in documented savings to their clients.

TARGET INDUSTRIES

Accounting & Financial, Administration, Construction, Government, Healthcare, Hospitality, Information Services, Manufacturing, Non-Profit, Printing & Publishing, Professional Services, Real Estate, Retail, Transportation

THE CHALLENGE

The dawn of automation in computers and mobile devices brought a drastic change in the Client's performance and ROI metrics. As people start to learn to maximize the internet's capabilities like remote management and tracking usage, the consulting expert found themselves dragging, having not enough data resources and tools to use to help them implement innovative ideas to attract new customers and keep the old ones.

To keep up, the Client looked for options, tools, and services that could help them cut the rope. With a colleague's advice, they considered outsourcing their marketing efforts, with Callbox.

The Client's thrust was to increase their customer base in order to achieve its goal of opening more operation sites in target states in the US and provinces in Canada.

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HIGHLIGHTS

- Successfully completed an 18-month US and Canada-wide Appointment Setting campaign for a management consulting company.
- Worked out outbound campaign activities that opened opportunities for the Client to engage new sets of customers in two countries.
- Achieved key objectives in terms of best-fit accounts and highly-qualified prospects delivered.

RESULTS WITHIN TWELVE WEEKS



THE CALLBOX SOLUTION

Callbox designed an Appointment Setting campaign which the Client approved and initially signed up for three months, and eventually progressed to five more contracts thereafter.

The goal was for the Callbox team to set appointments between the Client's specialists based in their US and Canada offices and prospects who have a need for their consulting services.



Account Research and Selection

1. The Client specified their target industries and decision makers.
2. Callbox filtered the Client's target decision makers 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.

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THE CALLBOX SOLUTION



Account and Prospect Profiling

1. The Client provided buyer persona profiles of the prospects that they want the outbound campaign to engage.
2. The profiles consisted of detailed demographic and firmographic segmentations.
3. Callbox qualified prospects that had a current need of any of the Client's services.

RESULTS

Overall, the eighteen-month Appointment Setting campaign delivered **270 appointments** (sales-qualified leads) in total, **135 leads completed** (highly convertible leads that require further nurturing), and **90 requested for more information** (qualified prospects who need more time to review).

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