



callbox

Callbox and the Quartered Success of The File Transfer Expert



The Client

Industry: File Transfer Appliance

Location: Singapore

Headquarters: Germany

A group of file transfer software experts from Germany founded this File Transfer Appliance Company in 1996 which later spanned to France and Singapore in 2007.

The company stands on a mission to offer the latest Hardware Technologies coupled with the leading Software Solutions as "Plug-and-Play" appliances designed for security problems and compliance tasks.

Target Criteria

Location: Singapore & Malaysia

Industries: Oil & Gas, Architecture firms, Precision Engineering firms, Property Developers, Advertising Media or Graphic Design Houses, Large Manufacturing companies, Government-linked companies, Lawyers, Health, Pharmaceutical companies, and Building and Construction.

Annual Turnover: More than SG\$ 2 Million

Employee Size: More than 20

Target Contacts: Directors, Business Owners, IT Managers, Person in Charge of IT

The target criteria have remained the same since the campaign started running until the last month.

Campaign Type : Lead Generation

Call
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Summary

The campaign's initial run in April 2011 (1 month contract) mainly focused on the Singapore market. The client preferred to cater to companies that send out big files. These are companies that have worldwide presence and do site to site file sending, or those that require file-sharing with their resellers or customers.

The 1st month's production delivered 19 leads. Such number was instrumental to the client's positive decision to renew for another campaign month which was even more impressive with 34 leads. Since then, the team continuously worked on for the lead generation campaign. The number of leads fluctuated but nevertheless quality was maintained at its best. Month 3 brought in 28 leads but positive contacts was up by 63%, month 4 with 26 leads at 50% positive contacts, month 5 with 35 leads at 71% positive contacts, month 6 with 14 leads at 71% positive contacts and the 7th month with 23 leads at 76% positive contacts.

As the Singapore database approached near 100%-Reached, Callbox proposed to the client to divert its focus towards other countries. In 2012, Malaysia came into the picture and kicked off with 30 leads in the 1st month, and the campaign went on to run alternately between the MY and SG markets for the rest of the campaign period, with 18-20 leads per month, and renewing 3 or 6 months, contract after contract, until the final month in May 2015.

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Month	Focus	Leads	Positive Contacts
1	Singapore	19	42%
2	Singapore	34	50%
3	Singapore	28	63%
4	Singapore	26	50%
5	Singapore	35	71%
6	Singapore	14	71%
7	Singapore	23	76%
8	Malaysia	30	60%

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Challenges Encountered

Quality vs. Quantity

The campaign required the Callbox team more effort compared with the other campaigns. The leads that were passed were strictly qualified based on the set criteria, which were subjected to the client's scrutiny and approval.

Database Use

The 4-year run made the most of its target database of contacts. Towards the end of the last 2 months of the campaign, both the Malaysia and Singapore databases went all in, as both target markets have been saturated, yet the campaign was still able to produce 18 leads at the least.

What A Difference It Has Made

This is one of the most successful and longest running campaigns in Callbox. But how was this huge success achieved?

The client truthfully engaged himself with the campaign by sharing full product knowledge with the team by conducting a thorough training on the product specifications, features and usage benefits.

The Callbox team had a first-hand experience of the product as they were able to practically navigate its interface which helped the calling agent efficiently position the offer to the prospects. These best practices also made the leaders effectively coach the caller on the challenges encountered in the calls, making them able to easily address issues that arise from day to day calling.

All available resources in Callbox were utilized.

Calling, sending of emails and other marketing resources like the social media were substantial to the exceptional results of the campaign.

Definitely, this campaign has made history with Callbox.

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