



Healthcare SaaS Vendor's Pipeline Growth Jumps 2-Fold in 3-Pronged Campaign

THE CLIENT



INDUSTRY
Software



LOCATION
United States



HEADQUARTERS
United States

ABOUT

The Client provides NLP-based computer-assisted coding (CAC), clinical documentation improvement (CDI), compliance auditing, and analytics solutions to hospitals and healthcare facilities all over the United States. The company also offers medical coding, transcription, and revenue cycle management services.



CAMPAIGN TYPE
Appointment Setting



TARGET LOCATION
United States



TARGET INDUSTRY
Hospitals

TARGET DECISION MAKERS

- HIM Director
- CIO
- CFO
- Transcription
- Coding supervisor
- CDI supervisor

THE CHALLENGE

The Client, a provider of NLP-enabled medical coding and health information management SaaS applications, routinely outsources initial prospecting activities to third-party agencies. With a sales cycle that can take more than six months to complete, the company believes its in-house sales team is best put to use nurturing and following up qualified opportunities instead of doing cold outreach.

The Client, however, has had mixed results with different outsourced marketing companies so far. The previous outsourced campaigns often ran into issues such as:

- Prospect lists that need further profiling and updating
- Not enough time given to product knowledge training
- High percentage of no-show appointments
- Appointments not properly vetted and qualified

This led the Client to briefly reassign much of the prospecting work to its in-house reps. But this move also produced underwhelming results. Scheduled appointments fell to 6-8 a month, and the Client saw a corresponding drop in the number of proposals sent.

It was clear that outsourced prospecting made more business sense for the Client, but the company needed to make sure that the agency it partnered with should focus on both volume and quality of sales opportunities being delivered.

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HEALTHCARE SAAS VENDOR'S PIPELINE GROWTH JUMPS 2-FOLD IN 3-PRONGED CAMPAIGN

HIGHLIGHTS

- Completed a 3-month, US-wide appointment setting program for a healthcare SaaS company that exceeded all key campaign objectives
- Enabled Client to gain a 2-fold expansion in the number of qualified appointments added to pipeline
- Paved the way for Client's reps to have more meaningful conversations with prospects and to send more high-value proposals

RESULTS WITHIN TWELVE WEEKS



47 Qualified Appointments



228 Follow-Ups



48 Requests for Information

THE CALLBOX SOLUTION

The Client chose Callbox after a thorough review process, pointing out Callbox's multi-channel, multi-touch approach at prospecting as a crucial factor. Callbox's own track record and a growing body of industry research show that this strategy tends to produce higher quality prospects at scale.

In addition, Callbox also had extensive technical background in complex-sale products such as healthcare SaaS solutions, which meant a more favorable learning curve for the agents and faster campaign deployment.

The Callbox team then collaborated with the Client to work out a campaign plan. The plan proposed a three-month appointment setting program that combined phone calls, emails, and social media, with the goal of setting up phone demos with qualified prospects who want to learn more about the Client's SaaS offerings.

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THE CALLBOX SOLUTION



Appointment Setting

1. The Callbox team engaged the Client's target contacts through live phone conversations in order to touch base and introduce the rebranded solutions.
2. Callbox distributed the company's Express catalogs to qualified contacts in Australia, Malaysia, and Singapore. The Client's pneumatic catalogs were disseminated to qualified contacts in New Zealand.
3. Agents then contacted each prospect to qualify them as leads or schedule them for a phone demo with the Client's reps.



Email Marketing

1. The campaign team created email templates for the different touches in the prospecting cadence, including initial outreach, targeted send-outs, and a series of follow-up emails.
2. Intro emails warm up prospects and help the team identify which ones to prioritize, while targeted send-outs allow agents to distribute the Client's marketing materials to interested prospects.
3. The Client also helped set the touch points in the prospecting cadence through Lead Nurture, a built-in drag-and-drop marketing automation tool within Callbox Pipeline, Callbox's proprietary lead management and CRM platform.



Social Media

1. LinkedIn provided another set of touch points to nurture and engage prospects further.
2. The campaign team's social media specialists expanded the Client's LinkedIn connections, joined relevant groups, and reached out to prospects via InMails.
3. LinkedIn provided another set of touch points to nurture and engage prospects further.

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RESULTS

The three-month pilot campaign ran for a total of 66 days. As with most pilot campaigns at Callbox, the first few weeks were spent laying down the groundwork for appointment setting by warming up prospects and initiating contact through emails and social media activities. Most of the appointments were generated after the first full month of the campaign.

The campaign's email marketing activities produced open rates of 24.2%, click-through rates of 11.2%, and hard bounces of 0.04%, which remained roughly in line with the company's benchmarks. The social media activities, meanwhile, generated 759 new connections and reached a 12.5% InMail response rate.

The Callbox team handed off a total of 47 qualified appointments to the Client's reps during the three-month pilot campaign. This represented more than a two-fold increase over what its internal sales team could typically produce in a comparable period.

Out of the 47 new appointments, 16 and 20 were generated in the second and third months, respectively, showing a clear uptrend. This strongly indicates that the rapport-building and lead nurturing efforts during the campaign's early stages are turning into measurable results.

To build on this momentum, the Client is renewing its contract with Callbox for another three months.

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