



IT Firm Uses Callbox to Divide and Conquer Market

The Client

The Client is a renowned IT consulting firm based in the US. It provides IT solutions used by well-known commercial organizations and government institutions to improve operational efficiency and reduce telecom costs.

The Challenge

The Client hired a North American telemarketing firm to promote its products. While the telemarketing company was able to deliver good numbers, the Client recognized that much of its time was spent meeting and dealing with people who were not ready to engage or ultimately unqualified.

To make best use of its in-house resources, the Client saw the need to refine its appointment setting process by segmenting its market and creating definitive profiles of its potential customers. The Client's main objectives were:

1. To identify more narrowly defined potential customers and how to best reach them.
2. To allocate more accurately its sales resources to meeting sales-qualified prospects.

The Callbox Solution

The Client signed up with Callbox for a half-time profiling campaign aimed at gathering information on the Client's market. With the Client's help, Callbox outlined a set of survey questions designed to evaluate each company's communications set-up and existing voice and data contracts. Callbox then used this data to map the expiration dates of contracts and identify prospects with near-term requirement for a new voice and data provider.

While Callbox did not engage in actual selling, it gathered valuable insights to help the Client delve deeper into its market, focus on the right people, and determine the best time to follow up and set appointments with qualified sales leads. Callbox segmented prospects taking into account their location relative to the purchase decision process, budget, purchase history, and urgency of need. The Client worked closely with Callbox throughout the campaign, being particularly conscientious in following up leads on time.

The Results

The success of this campaign is best shown by the Client's decision to shift up to full-time after one month. Additionally, the Client included three additional states to its target market resulting in increased sales activity. Using the data generated from this campaign, the Client defined the best approach and the most relevant message for each prospect in each segment. This significantly reduced the number of wasted calls, increased efficiency, and improved overall sales output.

Get in touch with us!

call

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connect

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