

B2B CASE STUDY

Business Issue

Develop a process to efficiently market VOIP Telephone Services to the business community in a major metropolitan area. Issues to consider when developing the process:

- Maximize selling time of outside sales associates
- Reach potential customers using a mix of marketing tools
- Marketing process must fit budget and ROI goals
- Marketing message must be delivered in a consistent and professional manner

Solution

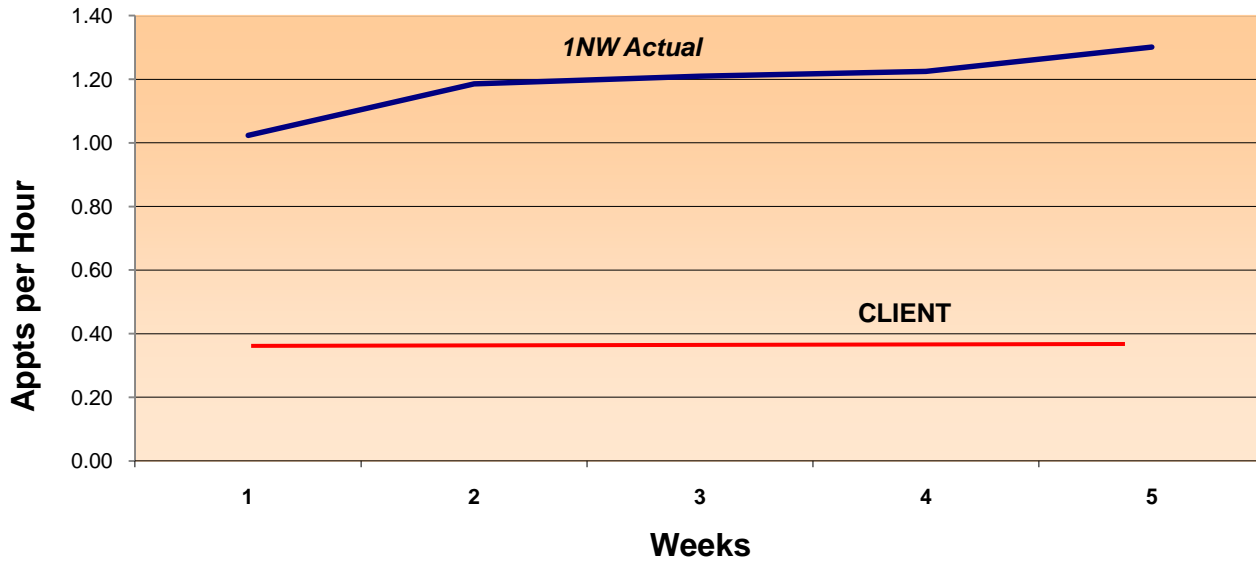
A multi-channel marketing effort was developed using direct mail, email and telemarketing. The effort would alternate each channel weekly, over a specified period of time. The marketing message would change each cycle and be coordinated between channels.

The telemarketing channel had to meet the following deliverables:

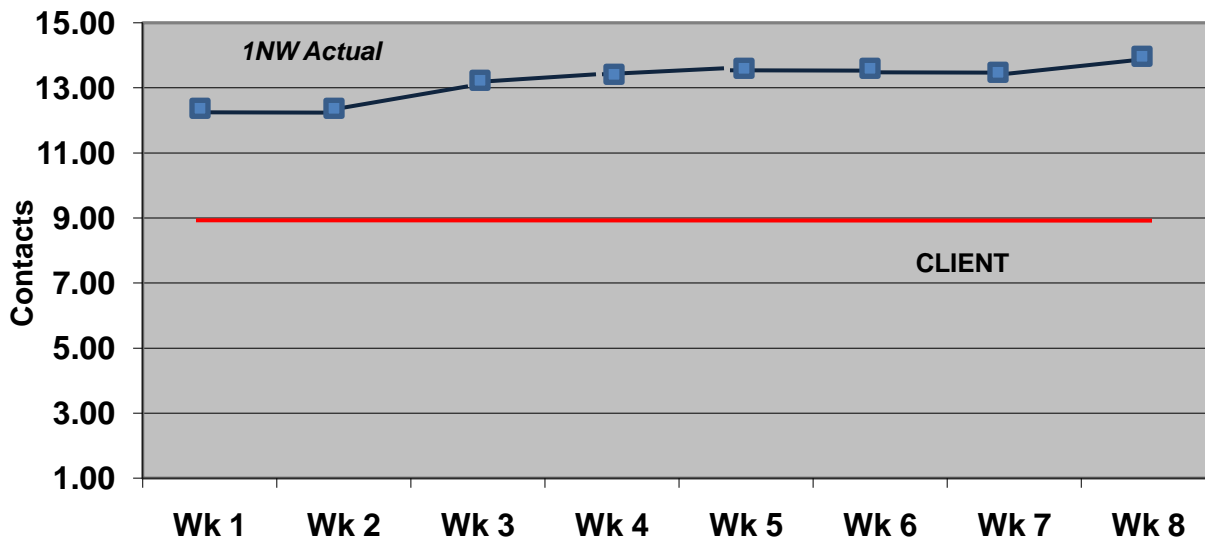
1. Deliver a message professionally to business owners and/or decision makers
2. Secure appointments with business owners and/or decision makers for outside sales force. Reinforce message by emailing .pdf of mailers.
3. Leave a professionally produced recording on all voicemail
4. Manage call backs to maximize contact rates
5. Deliver timely reporting on dialer productivity, agent productivity, appointments details and agent time on project. Record all calls and upload to client FTP site for QA and operational review.
6. Deliver real time notification of appointments to multiple people
7. Manage calling lists to maximize contact rates and efficient use of agent time
8. Change marketing message on demand to meet market changes

Results

APPOINTMENT SETTING B2B



CONTACTS PER HOUR



Narrative

Client had a business model that allowed for significant market penetration yet did not have the staff resources to mount an intense integrated calling program. 1NW Contact provided that resource and the results of all calls were integrated into the client CRM for internal use. Units were preconfigured on site and dropshipped to customer site. Installation was done by contract personnel with power, internet and wall mount specifications. Configuration of product was done by client personnel remotely.

Conclusion

The multi-channel marketing effort anchored by the telemarketing campaign has produced measured increases in market penetration, contact rates and sales appointments.

The client is now planning expansion to additional geographic areas using the marketing model as executed in this case study.

EXPERIENCE THE DIFFERENCE

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