



callbox

Callbox Opens Doors For International Trade



The Client

The Client is an agency under the Ministry of Trade and Industry spearheading the development of Singapore’s external economy wing. Its mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network of over 30 locations, the Client offers services to help Singapore enterprises export, develop business capabilities, find overseas partners, and enter new markets. They work to position Singapore as a base for foreign businesses to expand into the region and Singapore-based companies.

Call
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The Challenge

The Client’s primary objective was to acquire foreign leads to participate in their ‘business matching’ trade portal. They targeted importers, distributors, wholesalers and manufacturers all over the US, to seed business opportunities and partnerships.



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The Callbox Solution

Callbox launched a Foreign Lead Generation Campaign.

Based on the Client's specifications, a target call list was provided from the Callbox database. In order to provide the Client with the right list, the Callbox research team studied the Client's present goals and long term plans in order to identify potential prospects. Callbox agents made calls across the US daily, inviting businesses to post their company profile, products and services to the trade portal, emphasizing the opportunity to expand the prospect's market in Singapore. Pertinent information was collected contact person, designation, contact number, company name and address. Among the qualifying questions asked by the Callbox team were:

- Nature of prospect's business (importer, manufacturer, exporter, service provider, project management, agent)
- Products or Services offered
- Business interest (to buy, invest, franchise, distribute, etc.)

Hot leads were qualified and matched with suitable Singapore-based enterprises. If requested, Callbox also sent the prospect invitations and online brochures.

The Results

With the Callbox team delivering a large number of leads monthly, the Client has been enjoying an increasing number of registrations on the online portal, significantly expanding its customer base. The Client's Business Matching Group expressed satisfaction with the leads generated and the consistent professionalism and quality service shown by the Callbox team. As a result, the Client still continues to engage the services of Callbox in foreign lead generation. Today, Singapore's most comprehensive business portal lists over 100,000 companies and is growing daily.

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