



AU Janitorial Firm Wins 6 New Clients and \$330K in Deals from Campaign

THE CLIENT



INDUSTRY

Commerical Cleaning



LOCATION

Melbourne, AU



HEADQUARTERS

Melbourne, AU

ABOUT

The Client provides professional managed cleaning services to businesses, government offices, and nongovernment organizations across Victoria and all over Australia. The company's customer segments include: office, commercial, hi-rise, industrial, retail, medical, and hospitality buildings.



CAMPAIGN TYPE

Appointment Setting



TARGET LOCATION

Melbourne, AU



TARGET INDUSTRY

All industries except government schools and hospitals

TARGET DECISION MAKERS

- General Managers
- Operations Managers
- Maintenance Managers
- Office Managers
- Owners

THE CHALLENGE

Although Australia's commercial cleaning sector is projected to grow at a healthy 5.0% each year until 2019, commercial cleaners continue to face fierce competition and strong downward price pressure, leading to falling sales and shrinking profit margins across the industry.

As a result, commercial cleaning providers like the Client now look to include more proactive marketing tactics in their customer acquisition programs. This is especially true for the Client which operates out of Melbourne, one of the areas in the country with the highest numbers of cleaning companies that are all vying for very similar target markets throughout Victoria and Australia.

In fact, the Client had already partnered with Callbox several years ago and completed a successful three-month outbound prospecting campaign that helped significantly expand its sales pipeline. But due to changes in marketing strategies, the Client thereafter prioritized inbound lead generation.

This time, the Client plans to reintroduce outbound prospecting into its marketing mix to supplement its inbound efforts. The company's current prospecting program generates an average of 20 face-to-face appointments each month, and the Client aims to increase this by at least 25%.

CALL

USA +1 888.810.7464
UK +44 207.442.5066
AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122
SINGAPORE +65 3159.1112
MALAYSIA +60 3.9212.5776
HONG KONG +852 3.6786708

EMAIL

info@callboxinc.com
sales@callboxinc.com

AU JANITORIAL FIRM WINS 6 NEW CLIENTS AND \$330K IN DEALS FROM CAMPAIGN

HIGHLIGHTS

- Launched a very successful campaign that resulted in 6 new customers for a Melbourne, VIC commercial cleaning firm
- Added \$330,000 in additional revenues for Client while 3-month campaign was still ongoing
- Increased total number of appointments per month by at least 35%, exceeding Client's 25% target

RESULTS WITHIN TWELVE WEEKS



\$330,000
in won deals



26% Close Rate



23 Qualified Appointments



6 New Customers



58 Net New Prospects

THE CALLBOX SOLUTION

Having already worked with Callbox, the Client chose to let Callbox plan and handle a new appointment setting campaign since Callbox has already demonstrated how it uses its capabilities to deliver solid results.

The Client then signed up for a three-month appointment setting program. The campaign plan

included implementing a sales cadence using both email and phone touch points delivered at optimal times for engaging each contact.

The main goal was to book office appointments with qualified prospects for the Client's reps to conduct a free cleaning estimate.



Appointment Setting

1. Callbox compiled the list of target companies that included mid- to large-sized Melbourne, VIC businesses that own or operate office, commercial, hi-rise, industrial, retail, medical, and hospitality building types.
2. The target prospects consist of general managers, operations managers, maintenance managers, office managers, and owners.
3. Callbox also prepared the call scripts that probed prospects' fit and interest using customer pain points and the Client's unique selling points.

CALL

USA +1 888.810.7464
UK +44 207.442.5066
AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122
SINGAPORE +65 3159.1112
MALAYSIA +60 3.9212.5776
HONG KONG +852 3.6786708

EMAIL

info@callboxinc.com
sales@callboxinc.com

THE CALLBOX SOLUTION



Email Marketing

1. Emails played a key role in the campaign's prospecting cadence, and were used to initiate contact (intro emails) and to nurture prospects (targeted send-outs).
2. Callbox created and tested all email marketing materials used in the campaign, including email templates, landing pages, and other email components.
3. The campaign's email specialists managed and monitored all email marketing activities.

RESULTS

After three months of appointment setting activities, the campaign wrapped up with a total of 23 qualified appointments handed over to the Client.

Together with the client's 20-appointment monthly average from inbound channels, the appointments generated in the campaign represent at least a 35% increase in the total number of appointments per month.

An even more important result is that, while the campaign was still ongoing, the Client was able to close six of the delivered appointments as new customers.

At an average deal size of \$55,000, this works out to \$330,000 of additional revenues the Client gained from the campaign.

The Client was very pleased with the results that they've recently renewed the contract for a new three-month campaign.

CALL

USA +1 888.810.7464
 UK +44 207.442.5066
 AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122
 SINGAPORE +65 3159.1112
 MALAYSIA +60 3.9212.5776
 HONG KONG +852 3.6786708

EMAIL

info@callboxinc.com
 sales@callboxinc.com