



Telecom Firm's Campaign Enters Next Phase, Grows Reach in New Segments

THE CLIENT



INDUSTRY

Telecommunications



LOCATION

SG



HEADQUARTERS

SG



CAMPAIGN TYPE

Appointment
Setting



TARGET INDUSTRY

Shipping and Maritime
companies (commercial,
cargo, merchant
or cruise ships)

ABOUT

The Client is the satellite communications unit of one of Asia's largest telecom groups. The company specializes in both fixed and mobile satellite services, providing customized satellite solutions to corporate customers in industries such as oil and gas, shipping, transportation and logistics, banking, and broadcast.

TARGET LOCATION

Singapore, Malaysia, Philippines, Hong Kong, Indonesia, India, Japan, Korea, Thailand, Taiwan, China, United Kingdom, Germany and Greece

THE CHALLENGE

The Client currently has an ongoing appointment setting project with Callbox. As part of its 2018 marketing goals, the Client wants to double down on maritime satellite opportunities in Asia, as well as tap into additional EMEA markets.

This leg of the campaign focuses on the Client's two Inmarsat Fleet One offerings. Inmarsat Fleet One Coastal covers data and voice services for smaller recreational and fishing boats sailing closer to shore, while Inmarsat Fleet One Global gives access to bundled data and voice anywhere in the world. Both solutions are ideal for commercial vessels and fleets with modest data requirements.

In the previous campaign phases, the emphasis was on potential resellers and end users of the Client's

land satellite services. Both the Client and the Callbox team picked up a great deal of insights about the target prospects and the overall market, which proved useful in refining the team's campaign approach and the Client's marketing strategy.

This time, as the focus shifts to maritime satellite communications, the new campaign's main objective is to identify and qualify potential subscribers for its bundled Inmarsat services from shipping and maritime companies.

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HIGHLIGHTS

- Kicked off new phase in campaign to align with telecom firm's 2018 marketing goals
- Laid groundwork for Client's expansion into new maritime satellite markets in Asia and EMEA
- Achieved response and conversion targets ahead of schedule

RESULTS WITHIN 7 MONTHS



THE CALLBOX SOLUTION

The new campaign phase marks the 15th month of the Client's partnership with Callbox. The Client says Callbox has become a key force multiplier of its marketing initiatives, greatly expanding the company's reach and scope with multi-channel prospecting and research capabilities.

The updated plan consists of database profiling and phone-based conversations with prospects integrated with email touches.



Database Profiling

1. The Client provided an in-house list of contacts to be profiled and refined by the Callbox team.
2. The targets include shipping and maritime companies in Asian and EMEA countries not directly covered by Inmarsat and VSAT.
3. The Callbox team used primary and desk research methods to verify and update each record, as well as added new contacts that match the target prospect profile.

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THE CALLBOX SOLUTION



Appointment Setting

1. The Client reviewed and approved all materials used in the campaign, including call scripts, email templates, and the profiled list.
2. Agents engaged prospects through live conversations in order to gauge solution fit (whether they require broadband aboard their ships and how much data they need), as well as to book them for a phone appointment with a rep from the Client.
3. The Callbox team used emails to initiate contact and respond to requests for further information.

RESULTS

The Client labeled a total of 245 prospects as SQLs, which represented over **90% of the 272 qualified appointments** handed off.

The campaign ran from mid-January to August, representing seven months of appointment setting activities. Overall, the campaign delivered a total of 96 qualified appointments, of which 86 were accepted by the Client as sales-qualified leads (SQLs).

Taking into account the results from the first phase of Callbox's appointment setting program with the Client (carried out from September 2016 to January 2018), both phases delivered a **total of 272 qualified appointments**. From these, the Client labeled a total of **245 prospects as SQLs, which represented over 90% of the appointments handed off**.

These results also showed that the Callbox team was able to consistently deliver an average of 12 appointments each month, which exceeded the Client's target of 10 monthly appointments.

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