



# SG Corporate Car Rental Firm Expands in 4-Year Team-Up with Callbox

## THE CLIENT



### INDUSTRY

Automotive, Transportation



### LOCATION

Singapore



### HEADQUARTERS

Singapore

### ABOUT

Founded in 1995, the Client ranks as one of the leading providers of corporate car rental services to business customers all over Singapore and Malaysia. The company offers both self-drive and chauffeur-driven vehicle rentals through a number of flexible packages for short- and long-term leasing arrangements.



### CAMPAIGN TYPE

Appointment Setting



### TARGET LOCATION

Singapore



### TARGET INDUSTRY

Corporate offices all over Singapore

### TARGET DECISION MAKERS

- Procurement Manager
- HR Manager

## THE CHALLENGE

Singapore is well-known for its high cost of vehicle ownership, making it an ideal market for car rental companies. The Client is one of dozens of rent-a-car providers competing in the lucrative corporate vehicle leasing segment, a sector which is currently undergoing some major developments.

The Client's service portfolio includes both short-term and long-term car rentals, but with competition heating up in the business travel market for car rentals (especially with the entry of smaller boutique players via Singapore's real-time online car rental booking platform), the company wanted to refocus its marketing efforts on long-term rental services, where the Client could better differentiate its offerings.

To maximize results for the new marketing initiative, the Client planned to concentrate its in-house resources on inbound activities, while letting a third-party provider handle the bulk of its outbound strategy. The Client expected this approach would allow them to redirect their internal team on more crucial stages of the sales process.

In 2013, the Client partnered with Callbox for a pilot three-month appointment setting program. After this initial campaign, the Client remained with Callbox until mid-2017, helping the company achieve key business milestones throughout the period.

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## HIGHLIGHTS

- Completed a long-term multi-channel appointment setting program for a Singapore-based corporate car rental company
- Exceeded campaign benchmarks in terms of qualified appointments and leads completed throughout the 4-year engagement
- Contributed to the Client's medium-term business goals, including market share

## CAMPAIGN RESULTS



782 Qualified Appointments



2,011 Completed Leads



1,426 Net New Prospects

## THE CALLBOX SOLUTION

The campaigns carried out during the four-year partnership revolved around Callbox's multi-touch, multi-channel approach at appointment setting. This involved contacting and nurturing high-value prospects through a sequence of phone and email touches made at critical times in the outreach cycle.

Each campaign's main objective was to book phone appointments with qualified prospects on behalf of the Client's reps, targeting procurement managers and HR managers from corporate offices across Singapore.



## Appointment Setting

- Callbox prepared all campaign materials including the campaign database, call scripts, email templates, and landing pages—which were all reviewed and approved by the Client.
- Agents engaged the target decision makers in one-on-one sales conversations designed to uncover fit and interest, while QA analysts further screened each potential prospect before handing them over to the Client's reps.
- Callbox's SMARTCalling tool enabled data-driven call scheduling, so that each prospect was contacted at the best possible time.

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## THE CALLBOX SOLUTION



### Email Marketing

1. Each campaign outreach cadence relied on email touches for warming prospects up and nurturing them toward conversion.
2. Callbox's Lead Nurture Tool, a drag-and-drop marketing automation scheme builder, allowed the team to further refine and personalize email send-outs and responses based on specific events and triggers.
3. Email specialists closely monitored and tracked the campaign's email performance, maintaining KPIs within the required benchmarks for opens, CTRs, bounces, and response rates.

## RESULTS

The entire project ran for 50 months (from June 2013 to July 2017) and met most of the objectives set by the Client. Going into the project, the company wanted to add 10 sales appointments, 20 leads, and 30 warm contacts per month. Here are the actual results of the whole engagement based on the target KPIs:

- The project booked a total of **782 qualified appointments** (averaging 16 per month) for the Client.
- The Callbox team also generated a total of **2,011 verified leads** (averaging 40 per month).
- There were also **1,426 contacts** (averaging 29 per month) positively contacted and profiled during the course of the project.

Overall, the Client was satisfied with the quantity and (more importantly) quality of the leads and appointments Callbox delivered. While the company gave no specific figures, the Client cited gaining a steady stream of opportunities and conversions as the main reason why it continued to work with Callbox for more than four years.

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## RESULTS

Callbox completed the campaign in six months (or 132 days at 22 days per month), and handed off a total of **129 qualified appointments and 302 verified leads** to the Client.

The entire campaign ran for a total of nine months or 198 days (at 22 days/month) given that the Client renewed its contract with Callbox several times after the initial pilot phase. The following table shows a monthly breakdown of some key indicators throughout the campaign duration:

Additionally, the campaign was able to yield the following metrics in terms of activity, reach, and response:

- Reach rates of up to 55% with an average of 31%. By comparison, a reach rate of 15% is considered acceptable while 30% is quite good.
- Response rates of over 18% with an average of 11%, which is in line with phone prospecting benchmarks of 9% to 10% for this type of list.

All in all, the nine-month campaign produced a total of 505 qualified leads handed over for further engagement with the Client's in-house consultants. By the Client's own estimates, between 70% to 80% of the leads are expected to become customers within six months after the campaign. As such, the Client is looking to potentially generate around 354 to 404 new customers for its Part IX Debt Agreement administration services.

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