



Topnotch Callbox Leads for Top to Toe Staffing Solution

THE CLIENT



INDUSTRY
HR



LOCATION
USA



HEADQUARTERS
USA

ABOUT

The Client provides innovative human resource solutions and helps companies achieve objectives through simplified search for talent while making it easy for job seekers find the right job for them.



CAMPAIGN TYPE
Multi-Touch
Direct Marketing
Campaign



TARGET LOCATION
USA

TARGET INDUSTRIES

Education and Health, Financial, IT, Public Administration, Professional and Business Services, Transportation, Management Consulting

TARGET PROSPECTS

- Owner
- CEO
- President
- HR
- Recruitment

THE CHALLENGE

The recent years have become quite arduous in acquiring new and qualified clients for the staffing expert. Competitors have become more aggressive - offering similar staffing services which gave target prospects numerous options, and which, in turn, took them a longer time to decide on the best provider. The Client decided to try new marketing tactics that can help expedite their prospecting processes, so a lead generation program was plotted to carry out the Client's goal to acquire new and much qualified clients, within a targeted period of six (6) months.

HIGHLIGHTS

- Deployed Multi-Touch Multi-Channel Lead Generation Program
- Utilized Callbox Pipeline's Lead Nurture Tool
- Acquired New Qualified Clients

RESULTS WITHIN TWELVE WEEKS



36 solid appointments



189 warm follow ups



684 RFIs (request for information)

CALL

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callbox

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THE CALLBOX SOLUTION



Email Marketing

1. Callbox team sent out initial email copies bearing the Client's summary of services and solutions, website and query boxes.
2. Email replies and actions taken by prospects such as clicking the website and queries were tracked real time for the agent to follow-up, either to call or send brochures.



Appointment Setting

1. Calls were made by the Callbox agent and probing questions were asked to discover the prospects' staffing needs so that the Client may be able to tailor fit the best services and solutions for them.
2. Ensured quality on the organization's human capital initiatives. The prospects' answers were carefully and properly noted and all contact details were verified before the calls were disposed.
3. After setting appointment with the prospects, the Callbox agent sent calendar invites to them as a reminder of the upcoming meeting, thereby avoiding any missed appointments.

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