CASE STUDY

B2B Marketing Specialist and Callbox: A Rare and Stellar Collaboration

THE CLIENT

INDUSTRY
Software

LOCATION
USA

HEADQUARTERS
USA

CAMPAIGN TYPE
Appointment Setting

TARGET LOCATION
All Over US

TARGET INDUSTRY
All Industries

ABOUT

A B2B marketing specialist that fuses digital and calling strategies to drive revenue for clients worldwide through high-end marketing services.

TARGET PROSPECTS

- VP of Marketing
- Marketing Director
- Marketing Manager

THE CHALLENGE

From a simple telemarketing service, the Client's business spawned into a broad range of marketing solutions but alongside the expansion arose the need of a large database of qualified prospects who required the Client's expanded services. The need for a beefy database was easily addressed but related issues came up which seemed too much for the Client to handle: due to the extensive number of targets in the database to be called, productivity went against time so the information shared was somehow incomplete which resulted to low call quality and revenue.

HIGHLIGHTS

- Utilized Callbox's SMART Calling Technology
- Acquired new qualified customers
- Increased revenue by 30%

RESULTS WITHIN TWELVE WEEKS

10 deals closed on average/month

30% increase from 7/month
raising the Client's monthly revenue to potentially $200,000 or more

180 calls/agent/day

16% increase from the Client's 150 average a day

90 call quality scores

15% hike from the 76.5

4 leads generated on average/agent/day

25% increase from the 3/agent/day

CALL

USA	+1 888.810.7464	NEW ZEALAND	+64 9.9143122	HONG KONG	+852 3.6786708
UK	+44 207.442.5066	SINGAPORE	+65 3159.1112		
AUSTRALIA	+61 2 9037 2248	MALAYSIA	+60 3.9212.5776		

EMAIL

info@callboxinc.com sales@callboxinc.com

callbox
SALES & MARKETING SOLUTIONS
www.callboxinc.com

THE CALLBOX SOLUTION

Database Management

1. **Data Cleansing**
   All contacts on the database are called to confirm every piece of business information
2. **Deduplication**
   Missing details are retrieved and necessary changes are applied to eliminate goneaways, duplicate entries, and contacts that fall outside the target criteria.
3. **Data Verification**
   Contact names and contact numbers are validated, as well as email addresses, postal codes, and other pertinent contact details.

Appointment Setting

1. The Callbox team sent out flyers to profiled contacts via the Pipeline Lead Nurture Tool. Opened emails, clicked links and downloads were tracked real-time and were followed up by callers.
2. During the follow-up call, the agent must get the prospect to agree to receive the Client's business eBook which contains a comprehensive information about their products and services. After which, the caller should set an appointment at the prospect's most convenient way and time.
3. To ensure accuracy in the program, the Callbox team sent out calendar invites to prospects who agreed for appointments and a reminder to all those who agreed to receive the eBook.