

CASE STUDY

Lead Generation Campaign for an IT/Data Storage Company

Program Objectives

The client was looking to increase the effectiveness of their lead generation initiatives and wanted to see if enhanced ROI would be achieved through outsourcing a portion of their outbound lead generation calls. The client initiated a head-to-head comparison program between their inside sales department and two outside firms, including Volkart May & Associates, Inc. (VMA), to determine the ROI value of partnering with an outsourced lead generation and marketing services specialist. By the end of the 21-day pilot program, the client hoped that VMA would generate 50 qualified appointments, resulting in five new customers.

The Solution

The campaign targeted VP, Director and Manager level IT contacts; an audience that is typically very difficult to reach. Through the following solution however, VMA was able to exceed initial program goals and prove significant ROI benefits.

- VMA loaded the company's prospect database into highly efficient scripting software with preview dialing, efficient call guide navigation and an easy to use data entry process. The software also digitally recorded all calls so the client could monitor the delivery of their brand to prospects.
- VMA's Business Development Specialists made up to six call attempts per record and resolved a total of 2,689 over the course of just 21 days. Additional attempts were made to those prospects that were more difficult to reach.
- VMA's Quality Assurance team reviewed all leads to ensure they were true leads and verified appointment times. On a daily basis, qualified leads were sent to the client's central contact person to be assigned to individual sales reps.
- VMA's Business Development Specialists attempted to capture email addresses from all prospects. VMA set up an email alias to send appointment confirmation and reminder emails to those prospects that scheduled a phone or face-to-face appointment as a courtesy.

Results

By the end of the 21-day pilot, it was clear VMA offered significant sales and marketing ROI benefits as a business development partner. The client was so pleased with the quality and quantity of leads that they extended the pilot beyond the initial 21-day timeframe. In addition, the client contracted with VMA to develop and execute an additional lead generation campaign the following year.

- VMA's Business Development Specialists generated 142 qualified leads which was nearly three times the initial goal of 50 leads.
- An additional 49 Future Interest and 50 Information Requests were also identified for the client's pipeline.
- VMA's efficient lead generation techniques and ability to focus solely on making outbound calls enabled them to more than triple the lead generation rate per hour of the client's inside sales team that had other priorities in addition to making lead generation calls.
- A highly *measurable*, positive outcome response rate of 36.2%, which is very high when compared to campaigns using other stand-alone media channels.
- Increased data integrity as prospect contact information was updated and verified as part of the campaign.