



## **A leading E-Learning Solutions provider in US**

### **Client Profile:**

- ➔ They provide practical, compact, and engaging, eLearning solutions designed to accelerate critical employability skill development in a fast-changing global marketplace.
- ➔ Their courses are authored by a team of world class faculty members from New York Times bestselling authors to seasoned executive coaches.
- ➔ All courses are delivered over the Internet. You can take these courses anytime, anywhere, at your convenience.

**Campaign Objective-** An appointment setting campaign which started with cold calling and sending information through emails to the prospective customers and then follow up with them for an appointment.

**Target Market-** Universities, Colleges, Law Firms and Outsourcing Companies, all over US.

**Product** - They offer e-learning courses in areas such as:

- Business Etiquette.
- Business Communication
- Career Transition Growth.
- Social Intelligence
- Productivity

**Project scale-** The test project started off with 1 caller provided by GAIA and another caller was added to the campaign after 2 months. After a span of 5 months the process was scaled up to 5 callers.



### **Challenges-**

- Since, the process was not limited to cold calling only, we had to make sure that the callers time is utilized properly with minimum calling time productivity being hit.
- We had to align non calling tasks in a time bound manner, with emails worked being taken care of during 1pm to 2.30pm as those are the lunch hours for most of the companies.
- Getting the new callers trained on all the assigned tasks as well as getting used to the client CRM was a time consuming affair.
- We created different scripts to be followed for different target markets, in coordination with the client as the same script was not working too well everywhere.

### **Outcome-**

- With a properly planned task schedule callers were able to do their work effectively as well as more productively.
- We came up with the process manual, enlisting screen shots of CRM as well, for properly training our work force.
- Our training periods shortened and the next sets of caller were more confident in their approach, with an updated training manual in place.
- The collated appointment% shot up to 9% from the initial 4% in the first 2 months.