



A leading Data Center Solutions provider in Canada

Client Profile:

- ➔ A leading ISP provider in Canada.
- ➔ Offers a range of Data center solutions: Disaster recovery solutions, Server Co-Location and Internet Access, Network Management
- ➔ Focus on small and medium companies across Canada and assisting them with increasing IT network efficiency and reduce costs.

Campaign Objective- A cold calling campaign to increase client base and improve efficiencies of in - house sales staff. A team of offshore lead generators to support account managers and generate qualified leads for them.

Target Market- Client's Internet / Data Centre and Collocation Services were available in Ontario, Quebec, British Columbia, Alberta, Manitoba and Nova Scotia.

Product- Company offers a unified portfolio of Internet, Network Integration and software development services from a single source.

Project scale- Started off with a pilot of 2 callers and scaled to 5 full time callers over 3 months.

Challenges-

- Get past gatekeepers; peak interest of the IT managers, collect information about current situation, so onshore account managers could prepare well for the appointment.
- Our transitions manager worked closely with the clients to make the script responsive to get past gatekeepers and click a chord with the IT managers as well.

Outcome- As a result of the above approach, callers' contact ratio increased dramatically. In turn, the appointment conversation ratio increased from 2% to 5%.