



callbox

Callbox Breeds New Customers For HR Consultancy Leader



The Client

Industry: Consultancy
 Location: Australia
 Headquarters: Australia

The Client is a strategic workforce planning company that provides innovative human resource solutions, and stands on a mission to help companies achieve strategic objectives through workforce planning, analytics and strategy.

Campaign Type: Appointment Setting / Lead Generation

Campaign Target Criteria

Location: Australia (QLD, NSW, VIC, Perth)
 Industries: All including government sector (except competitors)
 1000 employees and up
 Decision Makers: CEO, COO, Head of HR, HR Director, HR Manager

Call

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AUSTRALIA
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SINGAPORE
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MALAYSIA
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HONG KONG
 +852 3.6786708

Email

info@callboxinc.com
 sales@callboxinc.com



The Challenge

The Client has drawn many years of consulting experience and stacked a load of beneficial “end to end” HR services and solutions focused to better align, acquire, utilise and develop talent, targeting key and strategic functions required to deliver core goals.

However, in the latter years of the company’s operation, the Client realized some exigencies in keeping up with the demands in acquiring customers. The slacken number of new customers in the database urged the Client to decide on taking new marketing options that can help them cope with the problem. A lead generation program was plotted to carry out the Client’s goal *to acquire new and more customers*.

The Callbox Solution

Callbox’s Multi-Touch Multi-Channel Lead Generation Program was strategically designed to help clients get in front of their customers at the best time when they are most ready to listen and are most interested. This was made possible by Callbox for the Client through the Pipeline Lead Nurture Tool.

In the campaign, the Client aimed to promote its core services: Workforce Analytics, Human Resource Consulting and Workforce Strategy and Optimisation. These services were common among HR Consultancy providers in the region but the Client wanted to make a difference in addressing the customer’s’ HR requirements by doing a top-to-toe solution.

Initial Email Copies

Using the Pipeline Lead Nurture Tool, the Callbox team sent out initial email copies bearing the Client’s summary of services and solutions, website and query boxes. Email replies and actions taken by prospects such as clicking the website and queries were tracked in real time for the agent to follow-up on.

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Appointment Setting

Follow-up calls were made by the Callbox agent wherein probing questions were asked to discover the prospects' HR needs and so that the Client may be able to tailor fit the best services and solutions for them. The key questions focused on monies invested in the people aspects and the quality of 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.

Request For More Information

Prospects who requested for more information were as good as completed leads. Brochures were set by the Client himself for the purpose of analyzing the prospect's business status and to come up with the best answer to their questions.

The Results

The campaign delivered a total of **15 solid appointments, 63 warm follow ups** and **228 RFIs** (request for information). The 15 appointments set by the Callbox team were companies that had varied HR needs specifically on workforce planning, management and reporting.

With the Callbox Multi-Touch Multi-Channel Marketing Program and the Pipeline Lead Nurture Tool, the Client was able achieve its goal to **acquire new customers**. Moreso, they look forward to acquiring more new customers from their list of warm follow-ups that they currently nurture.

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