



callbox

# Callbox: Bridge to Global Market for Improved Code Review Tool

## The Client

Industry: Software  
Location: United Kingdom  
Headquarters: United Kingdom

The Client is a group of Business Intelligence, Data Warehousing and Data Integration experts, providing consulting and implementation solutions to numerous enterprise clients in the areas of Data Architecture, Data Modelling and ETL. They also provide consulting services relating to Reporting, Development, Modularized Solutions and Change Management.

**Campaign Type:** Appointment Setting

### Campaign Target Criteria

Location: USA, Europe, Middle East

Industry: Companies Using Informatica, Datastage, ODI

Decision Makers:

- CTO/CIO/Sr. VP/VP/Director/Manager – Data Warehouse
- CTO/CIO/Sr. VP/VP/Director/Manager – Business Intelligence
- CTO/CIO/Sr. VP/VP/Director/Manager – Data Engineering
- CTO/CIO/Sr. VP/VP/Director/Manager – Data Quality/Governance
- Informatica Tech Lead
- Informatica Architect
- Informatica Administrator
- Architect
- Solution Architect
- Data Warehouse Manager

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SALES & MARKETING SOLUTIONS

## The Challenge

The Client required a software license to complete product development, Their product, being a tool developed for Informatica PowerCenter, required the Client to team up with informatica users to obtain substantial information about the facets of the product's development and come up with best practices.

The challenge was to *"gain stronger and larger presence in the global market"*. In order to achieve this, the Client *needed access to Informatica users to help earn credibility and to increase trials for the software.*

## The Callbox Solution

Callbox's Multi-Touch, Multi-Channel Lead Generation Program was all set to drive success for the Client. At the initial campaign term and even in succeeding terms, Callbox rolled out a Customer Profiling program to make the most out of the Appointment Setting campaign.

### Customer Profiling

Initial email copies were sent to email addresses via the Pipeline Lead Nurture Tool to validate the activeness of the contacts. The said email copies contained CTAs like links to the Client's website, query boxes and downloadable questionnaires. All actions taken by prospects and email replies were tracked in real time.

### Appointment Setting

Replies and actions were monitored by the Callbox team and were set as follow-ups. in order to appropriately profile the contacts, the agent first verified information details followed by the required probing questions that focused on companies who are current *Informatica* Users for their code review tool and later on expanded to companies who also use ODI (Oracle Data Integrator) and IBM Data Stage code review tool.

The feedback from these users were properly noted and to in order to help the users carry out the best of the tools, the agent set for them appointments with the Client's demo specialists to discuss with them some *how to's* and *DIY's*.

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## The Results

The initial term generated **35** appointments for web demo, the second term brought in **29** appointments and the third term rolled out **31** appointments, ***a total of 95 web demos.***

Callbox bridged communication between the Client and its target market. The information that were dished out of the current Informatica users were substantial to the improvement of the tool and has earned them a higher credibility from their customers. On top of that, the three term-campaign that Callbox initially ran for them has allowed them to establish a larger and stronger presence in the global market.

As of the writing of this case study, the Client is still engaged with Callbox for yet another campaign term.

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