

The Client – Leading Manufacturers of Advanced Dental Solutions

The Challenge ...

This particular client is one of the world's leading manufacturers of advanced dental equipment. The issue that the client was facing, was with the cost of their internal telemarketing, and the results that they were seeing. Their in-house team had been generating a consistent flow of business opportunities in their primary markets; however, they did not hold the knowledge nor experience to penetrate some areas of the market and failed attempts to do so resulted in campaigns with little to no return on investment. In short, their in-house efforts began to take up a lot of time and money, and there was very little in the way of leads or appointments to show for it.

The Project ...

The campaigns that the client had been conducting in-house had primarily targeted public dental practices and NHS establishments. They wanted to increase their foothold in the market of private dental care and wanted to generate leads that their internal sales team could then convert into appointments. They requested a 10-week pilot campaign with our team working 3 days per week on the activity. The agreed target for the pilot was 20 qualified leads.

The Results ...

At the end of week two, we had handed 7 leads over to the client who had already attended 2 appointments that were generated from the results of the first week. By the end of the campaign, we had generated a total of 33 leads for the client – 165% of the initial campaign target.

The client reported that 21 of the leads resulted in an appointment, and of those 21 appointments, 17 resulted in a successful sale. The client has since renewed their contract with us, and they have now chosen to outsource their full appointment setting process, starting with an initial 10-week appointment setting campaign, then going onto a 3-month rolling campaign.