

**The Client** – Provider of Advanced Medical Technology Solutions

### **The Challenge ...**

This client develops medical technology and monitoring devices for use in the care and medical industry. The client didn't have a targeted outbound strategy in place and relied primarily on inbound channels to generate new business. They looked at conducting an appointment setting campaign in-house, but after evaluating their resources and experience, decided to outsource this activity.

### **The Project ...**

The client wanted to target both private and NHS care groups across England with at least 200 residents, and wanted to secure appointments with the procurement managers to demonstrate the devices. They requested a 10-week pilot campaign with our team working 2 days per week on the activity. The agreed target for the pilot was 15 qualified appointments.

### **The Results ...**

By the end of the second week, we had already secured 5 appointments for the client, one of which was with the procurement team for one of the UK's largest care home groups.

By the end of the campaign, we had secured a total of 22 appointments, that led to a 230% return on investment for the client. The client has since extended their contract and is now looking at expanding the target area to cover the entire UK.