

The Client – Leading UK Crane Hire Company.

The Challenge

After approaching this client and discussing their current methods of generating new business opportunities, they began to tell us that the telemarketing company that they were using weren't delivering on their promises and the client was looking for other options. They wanted to gain more opportunities with contractors, construction companies and council-run projects across the South of the UK in Hampshire, Dorset and Sussex, and primarily wanted more opportunities in their Heavy Cranes and Small Cranes services.

The Project

The initial pilot project was a 15-week lead generation activity that was conducted in summer 2017. To maintain an individual focus on the target areas, the campaign was split into three segments: Hampshire, Dorset, and Sussex. We dedicated three agents to the campaign, each who took on one these areas, and each dialling one day per week.

The goal was to target contracts managers, project managers, and other decision-makers within contracting and construction companies, as well as local councils. The opportunities all had to be within a reasonable range from the client's depots in Southampton and Brighton. The target for the pilot activities was 25 qualified leads.

The Results

After the initial 45 days, the client had received a total of 33 fully-qualified sales leads – 132% of the initial target. The client reported that once all opportunities had been addressed, they saw a return-on-investment of just over 350%. Since the initial activity in 2017, the client has had several campaigns taking a new focus on their port services as well as their rail and infrastructure projects. The client remains a long-standing renewal client, running regular quarterly campaigns targeting the South of England, and a number of campaigns targeting the Midlands.