



The Client – eLearning LMS (Learning Management System) Provider

The Challenge...

The client in question is an eLearning provider that offers over 60 'SCORM' compliant, customisable training courses covering a range of topics including Health & Safety, Business Protection, and Wellbeing. They came to us in March 2019 looking to trial a telemarketing activity to see if it would be a feasible source of opportunities for their business.

The Project...

The pilot activity began in May 2019 after a period of strategic planning and targeting. The activity focused on contacting the lead decision-maker on training within businesses and organisations across the UK with a minimum of 50 employees.

The purpose of the call was to find out how they are currently delivering training within the business, highlight the relevant courses and the unique LMS that the client offers, and set an appointment for the client to go out and discuss their requirements in further detail.

The activity was run over a 10-week period with our team calling 3 days per week. The target for the pilot was 20 fully qualified appointments.

The Results...

At the end of the 30-day activity, our team had generated a total of 29 fully qualified appointments for the client, some with multi-sited organisations with staff numbers of 750+.

The client reported that from the pilot activity alone, they saw a 365% ROI and saw a significant increase in their quarterly sales compared to the previous quarter. The client still remains with us and has since had two further campaigns, now with the target criteria increased to organisations with 250 staff minimum.