

The Client – Procedure Masks Manufacturer

The Challenge ...

Our client is a Hong Kong-based international company who produce Type II and Type IIR fluid-resistant procedure masks. The client wanted to gain a foothold within the UK and Western Europe, with our telemarketing services becoming the focal point for this expansion.

The Project ...

The company decided they want to go onto a monthly-rolling campaign straight away, running 200 days per month. The aim of the campaign was to target dentists, medical clinics, veterinary surgeries, nursing homes and other organisations of a similar nature who use face masks on a much more frequent basis.

After an initial conversation, sample boxes of the masks were then sent out to businesses who were interested in the product. Once samples had been sent, our team either dealt with the inbound enquiries from the prospects asking to place an order or followed-up with prospects that hadn't come back to us, to obtain their feedback.

The target for the campaign was for each of our agents – 16 of which were allocated to the campaign – to secure 2 orders of Type IIR surgical masks per day (32 orders per day). With a minimum order quantity of 10 boxes, each order was at a minimum of £80 - £100.

The Results ...

Our team got off to a flying start with over 40 orders being made on the first day of the campaign; some of which were of a significant quantity.

At the time of writing, the campaign has been active for almost 4 weeks, with the daily sales targets being hit on 86% of the campaign days so far.

Due to the success that the client is seeing from their campaign, they have already decided to move onto a year's contract for our telesales services. In addition to this, they are looking to expand the campaign's target countries by making use of our in-house, multilingual telemarketing experts.