

The Client – Uniform / Workwear Supplier

The Challenge...

The client in question supplies uniform and workwear to the medical and healthcare sectors. They came to us wanting to trial a different approach to generating sales appointments and wanted to see the results that they could expect from telemarketing.

They had been seeing a steady level of results from their in-house email outreach and through customer referrals, however their rate of growth had begun to slow, and they wanted to kickstart this growth again and get the business moving forward.

The Project...

The client wanted us to target Domiciliary Care Groups within the West, and South West of England, get in touch with the Managers or Owners, introduce the business, enquire as to their current means of acquiring suitable workwear, and try to get a time for the client to go in and go through their needs in greater detail.

The criteria for the campaign were groups or companies with at least 20 members of staff. We began the campaign with a 15-week pilot dialling 2-days per week with a campaign target of 25 qualified appointments.

The Results...

Halfway into the campaign the criteria of the campaign was altered slightly to focus more on the larger Domiciliary Care Groups and companies, after already generating 11 appointments with some of the smaller targets within the target geographical areas. The criteria was changed to groups and companies with at least 50 members of staff, with additional focus on some of the larger organisations that operate nationwide, but have a presence in the geographical focus on the campaign, including Care UK and Barchester Healthcare.

By the end of the pilot campaign, our team had secured a total of 27 qualified appointments for the client. Who reported that 21 of the appointments resulted in a successful transaction, leading to a 198% return on investment from the initial pilot campaign.