

The Client – A company that provides high-quality, bean-to-cup coffee machines.

The Challenge

The client offers a variety of coffee machines with many options to fit a range of spaces and requirements. Due to the diversity of their target market, they offer multiple options of payment and ownership to fit any business' requirements. They offer finance packages with options for leasing, renting and outright purchasing.

One of the main selling points is that the machines cost around £5 a day to run and cover the cost of the machine. By selling each drink for £1, which is a lot cheaper than most coffee company prices, you will have covered the daily cost of the machine in the first five cups sold, everything after that, is profit for the company.

They have a good online presence but were looking for a more effective way to generate new business. They approached us to discuss a pilot campaign, so they could see if telemarketing was the approach that would drive the business forward.

The Project

We have been asked to run a 30-day pilot campaign with three days allocated for the campaign each week. The targets are small businesses in the motor services, leisure and retail industries in Birmingham and the surrounding area. We were asked to secure face-to-face appointments and demonstrations of how the machines work. The target for leads and appointments is currently 12 every month.

The Results

The pilot campaign began in September 2017 and is still ongoing. During a 20-day pilot, a total of 29 leads were generated with all but two of them being face-to-face appointments. 22 of the leads have become closed sales with the client still engaging with the some of the other prospects. Within the first month the target was exceeded with 14 leads being generated.