



We helped a Singapore-based Database Company Increase Lead Generation with Optimal Data Security

CASE STUDY

The Client

The client is a Singapore-based database seller, specializing in providing finance leads to investment companies around the world.

The Requirement

The client was looking to gather accurate information on investment options of its target audience, who were based out in parts of Africa and Europe. They wanted to outsource this requirement to a team with proven experience in finding quality leads and great expertise in setting appointments. As per industry requirements, it was mandatory to ensure complete data security. So, the client was seeking an expert who had the pre-requisite infrastructure and established processes to guarantee data security at all costs.



Our Solution

After understanding the clients requirements, we developed a detailed plan to meet their needs. We first formed a team comprising 30 dedicated resources and with requisite skills to represent the client. We also created a quality control team to monitor the quality of the calls and analyse data generated. Alongside, we worked on a tele calling script tailored to meet the clients specific needs. After getting the script validated by the client, we proceeded to train the agents on the requirements, accent and the culture of the target audience.



As data security was a top concern for the client, we opened our security process to the clients internal audits. We gave a demonstration of our information protection practices, technical security policies and secure data backup procedures.

Results

Our agents hit the ground running right from the word go and so the client decided to shorten the initial trial period. It took our agents very less time to deliver tangible results. The highlights of our service include:



Stupendous number of qualified leads in first 3 months of project



Crucial customer information on investment plans were collated



Quality customer references amassed

90% of leads were converted into appointments



Complete data security during the course of the project



If your business too are looking for reliable tele-calling services for generating qualified leads with uncompromised data security, contact us now.

Toll free Number
1-877-374-0211

info@expertcallers.com
www.expertcallers.com

