



Where the only call  
that matters is  
yours....

QCSS embraces  
communication &  
innovation to  
transform human  
interactions  
into **powerful** &  
**passionate**  
customer  
experiences.

Authorized  
Rescott, LLC  
Northbrook, IL  
60061  
www.Rescott.com  
331.788.6000

QCSS Inc  
275 W Dundee  
Buffalo Grove, IL  
60089  
www.qcssinc.com  
888.229.7046

## Quality Customer Service & Sales



### Program Goal:

American Income Life, a widely recognized Fortune500 insurance company, has spent the last 50 years growing their business and expanding to serve a nationwide market. They came to QCSS with a tall order for a demanding and intense appointment setting program. What they recognized was that their sales team had certain strengths that they wanted to focus on and that ideally cold calling and prospecting was not something their sales teams had time to do. QCSS was to utilize a large database of leads for 2 purposes: cleansing their current data and booking appointments. The initial goal was to generate 3 -4 solid qualified leads per hour for each agent they had participating in the program. There was also an aggressive growth plan for this partnership. We started with 4 agents and have served as many as 22 with plans for continuing weekly increases in number of agents.

### The Program:

Our professional AIL team was trained to capture and target in on the decision maker of the home. By doing this we were able to set the qualified appointments with the correct person as well as have that contact on file for AIL to use for future marketing initiatives. We also were able to capture crucial marketing intelligence for AIL based on the criteria and information they were hoping to have in each customer file. We also ensured that no double booking would take place by gaining virtual access to each agent's calendar so that their time is respected and planned out in the proper manner.

### The Results:

This program was able to directly mend the pains our client was feeling that drove them to utilize an appointment setting campaign. We were able to overcome challenges that their sales team was facing in terms of prospecting as well as provide them with clean and updated data for their CRM system. Through building this strong partnership, AIL has experienced a great deal of success. QCSS has directly been able to forecast the appointments necessary each week for their team to have a solid funnel of opportunities to work from. We have averages weekly of 16 -18 appointments per agent in addition to continuous relationship building with their prospects which has directly impacted their sales and ROI .

Contact Toby Reeves for more info: 317.816.0700

[www.qcssinc.com](http://www.qcssinc.com)

