



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

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

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Quality Customer Service & Sales

Case Study



Program Goal:

A nationally recognized roofing company has spent the last 25 years growing their business and expanding to serve a nationwide market. They came to QCSS with a tall order for a demanding and intense lead generation campaign. 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 .

The Program:

Our Professional Lead Generation team was trained to capture and target the decision maker of the home. By doing this we were able to set the qualified leads with the correct person as well as have that contact on file for our client to use for future marketing initiatives. In addition, we were able to capture crucial marketing intelligence for our client based on the criteria and information they were hoping to have in each customer file.

The Results:

This program was able to overcome the challenges that their sales team was facing in terms of prospecting while providing them with clean, updated data for their customer database. This roofing company has experienced a great deal of success. QCSS has directly been able to forecast the leads necessary each week for their team to have a solid funnel of opportunities, as a result QCSS has been able to reach a goal of 80% book to sit rates and 50% close rates. This program started out with fifty hours of calling per week and is generating 4 to 6 leads per day or an average of 20 - 30 new quality leads each week.

Contact Toby Reeves for more info: 317.816.0700

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