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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



Challenge:

Our client manufactures equipment for production lines and was seeking to find a way to generate a continual flow of leads to their nationwide sales team. In addition, they wanted to create a method to build a master database with decision makers, acquire email addresses for email marketing, gather data of competitor market share and identify challenges in improving their current operational efficiencies.

The Program:

QCSS sent a team to the manufacturer to learn and understand each equipment type so they could be conversational in relating to the prospect and have knowledge for different applications of use. We developed a script that uncovered a way to acquire all information needed about how they use their equipment, what they are looking to improve upon, find out if they had a budget in place and their timing for purchasing. We were able to benchmark the program, maximize efficiencies of gathering the information and forecast and produce exactly what they needed to support their sales team. A system of evaluation and rating was created to help the sales team prioritize each opportunity for follow-up based on size and timing acquired. Comprehensive reports were customized to track each lead type to forecast for future verticals.

The Results:

As a result of our continual improvements over the past 3 years, our client has been able to use this lead generation method to accomplish their company growth and recovery. Marketing has been able to forecast and know that they will have a return on investment based on hours and averages per hour on the program weekly to fill all the gaps, close sales, and empower their sales team to sell more. With the marketing intelligence gathered, they are well on their way of capitalizing on market share understanding their prospects needs, best timing, and their challenges to design new products to meet demand.

Testimonial:

"QCSS has played a key role as the preferred provider of telemarketing services supporting our lead generation campaigns for our national sales team for the past 2 years. We worked closely together in defining a standard process to design and deploy effective telemarketing campaigns, including critical elements such as scorecards, scripts, list structure, output templates, email responses, reports, and overall workflow. This process allows us to have as input a list of names from a target audience and obtain, as output, a prospect database with contact data of key decision makers, current situation, future needs and competitor information. From reporting to analytics, we have worked together as partners to continually improve with every campaign. I would recommend the QCSS team to any sales organization that wants to have quality telemarketing as part of their lead generation initiative and realize a good return on investment."

-Leading Manufacturer of Marking & Coding Equipment Illinois .

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