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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



Program Goal:

The Factory LLC is a construction and renovation company that has been in business since 1993. They have established a proven track record while serving their local community by making homes look new again - while using energy and environmentally friendly technologies. For 15 years they had relied on referrals and word of mouth to bring in new business. Sometimes the referrals would come and their office would be flooded with work, but more often than not, especially in this economy there would be little to no new opportunities in the pipeline. The owners realized that to continue to grow their business they needed a much more consistent method of finding new business. They partnered with QCSS and we worked to customize a telephone marketing strategy that would generate new leads to fill their pipeline, and give their team a predictable growth strategy.

The Program:

Our professionally trained team began calling and introducing The Factory LLC as a resource available to homeowners in Louisiana. The goal was to ascertain if the homeowners were considering upgrading their homes with any "green" initiatives. These initiatives substantially lower home energy costs and at the same time help protect homes from hurricanes. After discussing several different options from metal roofing, to siding, to hurricane screens, the homeowner's interest was piqued. Any that had considered making needed upgrades to their homes were eager to talk to a Factory representative. Our agents set the best time of day the homeowner could be reached, captured the email and confirmed all contact information. The newly acquired lead was then sent directly to the sales team at The Factory. QCSS was able generate more than 1 lead per hour while capturing crucial marketing intelligence.

The Results:

This Program was able to directly mend the pains our client was experiencing. We were able to overcome challenges that their sales team was facing in terms of prospecting by building their pipeline with a steady consistent flow of new quality leads. In addition the program has provided The Factory with a clean - updated database for future marketing campaigns to clients not in a position to make upgrades at this time. Through building this strong partnership The Factory LLC has experienced a great deal of success. After only 4 weeks of calling The Factory has already closed two leads and has over a dozen promising bids in place. QCSS has been able to provide The Factory with a huge Return on their Investment while enabling them to directly forecast the leads generated each week; hence giving them the ability to maintain and forecast long term growth for their company.

Contact Toby Reeves for more info: 317.816.0700

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