

TELEMARKETING PRODUCES FOUR TIMES THE EXPECTED ROI FOR MANUFACTURER

THE CLIENT CHALLENGE

Our client, a global manufacturer and recognized leader in energy management needed to quickly develop an updated database for a four-decade old product line to encourage product upgrades and create new product sales. With a large installed customer base spanning so many years of product sales, this client came to ResponsePoint without having an effective way to track and stay engaged with all of its customers.

Market intelligence also suggested that competitors were actively representing the client's product line as "out dated and no longer supported". Therefore, our client needed to aggressively meet the competitive sales threat while also building account profiles to drive future product marketing efforts and insure that its customers were never out of touch again.

THE RESPONSEPOINT SOLUTION

ResponsePoint collaborated with our client to create a telemarketing program targeting the companies who purchased the product during the most recent years. The objectives of the campaign were three-fold:

- Refresh the database and build profiles on as many customers as possible, which would allow for the development and implementation of targeted nurturing campaigns to build the sales pipeline in the future.
- Uncover and develop qualified sales-ready leads for product retrofits, product upgrades and new product sales.
- Identify opportunities for a new repair service that was now being offered by our clients for both their own and competitive products.

The ResponsePoint Result

ResponsePoint started generating results six months onwards and focused on further optimization of the lead generation process:



During the first six months, **88** qualified, sales-ready leads were uncovered. The client has established an expected sales value for these leads at **\$2.3** million in revenue.



Conservatively, it is forecasted that the **\$40,000** telemarketing investment with ResponsePoint will produce at least a **5,750%** ROI. Furthermore, due to the length of the buying cycle, the majority of the sales-ready leads are still in the pipeline, which means that ROI will only continue to improve.



The program also succeeded in identifying opportunities for the repair business, which will allow for a large annuity-based business.



In addition to the sales-ready and repair business leads, over 1,000 target accounts were.

profiled: The profile data included target contact information, installed product information, upgrade plans, and distributor and reseller information.

The data generated will be used to drive a nurture process that will develop more sales-leads during the next six months. The nurture campaign will include webinars, email, direct mail and telemarketing which will build our client's reputation and relationship with these target accounts.