

Quality Contact Solutions provides quality call center solutions that achieve sales results. We exist because the world is driven by sales. We deliver exceptional results because our company culture is vibrant and alive. We offer the solutions and services to make the most of your contact center dollars. We specialize in B2B Outbound Marketing, B2C Outbound Marketing, & Inbound Customer Service.



## CASE STUDY

### B2B Lead Verification & Data Cleansing

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Updated thousands of  
eye care professionals'  
practice information

### THE COMPANY

QCS' client is a professional organization that is recognized as one of the world's leading suppliers of adaptive eyeglass lenses that automatically darken when exposed to ultraviolet light and then lighten again when removed from that light. The organization partnered with QCS to contact, verify and update eye care provider's contact information.

# THE CHALLENGE

The company had 2 primary goals:

01

Provide an updated eye care provider directory to consumers wanting their products.

02

Contact, verify, and update eye care provider information cost effectively.



## THE SOLUTION

Some core components of our lead verification and data cleansing program success included:

- Making real-time updates directly into our client's online data portal. This way consumers and the organization's internal team had immediate access to current eye care provider information in real-time and with sharp accuracy.

- Providing an effective and efficient solution requires understanding what's nice to have vs. what's important. Given the potential time constraints of the eye care provider's front office staff, we knew they may not have all of the time required to verify and/or update every piece of contact data needed. Rather than attempting to call back at an alternate or better time, we identified the basic but vital pieces of information to collect for the organization's team to successfully accomplish their goal.

- Rather than not do anything with the eye care professionals that we were unable to reach due to a wrong number, no answer, or voicemail, after 5 unsuccessful attempts, an internet search was performed to locate and obtain the correct information and was updated as appropriate.

## THE RESULTS

**REAL  
TIME**

updates in the client's  
online data portal

**1,000's**

of updated eye care  
professionals' practice  
information

**92%**

success rate; low  
number of refusals to  
update information

**\$1.92**

cost per business  
update



The QCS team executed flawlessly on projects we have them engaged in. They always come to the table with many suggestions to improve processes with our end goals in mind. I would recommend QCS for any company that needs any data cleansing or B2B lead verification done.

— Senior Marketing Manager • QCS Customer



## A LITTLE ABOUT US...

### Industry Experts

We have a team of experts with specific expertise in various disciplines of the telemarketing industry. Each team member strives to give our clients the best possible experience.

### Winning culture

Our team hates losing even more than we love winning, which creates an environment that is motivated to drive performance and make sure our clients are successful.

### We make it easy

We work with our clients to own the entire process, so they don't have to. That means we build it, we call it, we manage it, we report on it, and we make it successful.

### Proven Experience

Our team is deeply rooted in the industry. Drawing from a minimum of 10 years of experience, we have the know-how to help our clients succeed.

## Results

We take pride in working hard and smart. We pair creativity and proven strategies from years of experience to help our clients exceed their goals.

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