

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

## Publishing | B2B Lead Generation

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Over 95,000  
Qualified Leads  
Generated

### THE COMPANY

QCS' publishing client is a professional organization and a trusted source for DOT/Transportation, OSHA/Workplace Safety, Human Resources, Construction Safety, Hazmat/Hazardous Materials regulation, compliance products, and services. The organization helps increase safety awareness, reduce risk, follow best practices, improve safety training, and stay current with changing regulations.

# THE CHALLENGE

The publishing client had 2 primary goals:

01

Expand the capacity of their sales team

02

Benchmark existing vendors performance against a new team



## THE SOLUTION

Some of the critical components of our publishing client's B2B lead generation program:

- QCS is instrumental in helping transition the organization's print publication customers & prospects to an online subscription model.
- Rather than place the business with 1 owner-operator, we opted to use multiple. This allowed us to build a champion vs. challenger model that drove a naturally competitive environment.
- QCS has been able to target the wireless subset of leads with our compliant non-ATDS calling system. Because it is illegal to call wireless numbers on an ATDS system without prior express written consent, this advantage has generated large amounts of prospect/customer revenue for our client that would have otherwise been lost.
- Efficiency and accuracy are important to the organization. Early in our relationship, they recognized how nimble, flexible, and precise our processes are. From testing new scripts to launching new products, the effectiveness and precision of our implementations have driven their decision for QCS to be their preferred new product and testing vendor.
- We have helped improve email accuracy by building a process to validate email addresses in real-time. This has considerably increased the opportunities for the organization's sales and marketing team.

## THE RESULTS

95,000+

publishing leads generated

95%

of monthly goals attained since 2014

15%

contact conversion rate on average

100%

of wireless phone numbers dialed using compliant non-ATDS technology



Quality Contact Solutions has provided value from the very start! They have delivered well-qualified leads for our sales team, consistently exceeded objectives, and have been our leading vendor to set the standards in raising the bar with our other partners.

— QCS Publishing Customer



## A LITTLE ABOUT US...

### Publishing industry experts

We have a team of experts with specific expertise in publishing and various other 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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