

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 Qualification & Lead Generation

100 new opportunities, on
average, generated per
month

THE COMPANY

The client is a nationwide provider of capital solutions to small businesses. For more than 20 years, it has offered lending products directly to small business owners as well as financing programs to equipment manufacturers, distributors, dealers, and others.

Our client sought the assistance of Quality Contact Solutions to make outbound B2B calls to customers in the U.S. The purpose of the call would be to identify the key decision maker, provide the client's value proposition, qualify the lead for interest, and either warm transfer or schedule a phone appointment with an internal expert of the client.

THE GOALS

The client had 2 primary goals:

01

The client didn't have the bandwidth to follow up with lapsed customers and generate leads.

02

The client needed to increase their sales pipeline and revenue.



THE SOLUTION

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

- Built an outsourced lead qualification and lead generation program from the ground up, including all training materials, reporting, data enhancements, and email communications.
- Integrated calendar share software with internal sales teams to allow for real-time appointment scheduling that would provide both customers and sales team invitations and reminder options.
- Implemented a warm transfer option for hot leads.
- Utilized client CRM for real-time data entry, which increased speed to lead.
- Implemented real-time email validation to ensure accuracy of data capture.
- Made outbound B2B calls to customers in the U.S. to identify the key decision maker, provide the client's value proposition, qualify the lead for interest, and either warm transfer or schedule a phone appointment with an internal expert of the client.

THE RESULTS

5+%

conversion of all contacted prospects

100

new opportunities, on average, generated per month

60

warm transfers generated monthly

57%

of opportunities created were warm transfers



Our client believes in creating value for its partners through innovative and sustainable financial solutions.

Quality Contact Solutions supports clients' missions by providing an excellent customer experience and producing exceptional results. We make it easy to do business with us.



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.

[REQUEST PRICE QUOTE](#)