

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 & Event Registration

Recognized for producing
the cleanest and most
accurate data of all vendor
partners

THE COMPANY

Our client is an independent investment adviser currently managing \$197 billion for individuals, families, and institutions around the world.

The client reached out to Quality Contact Solutions for assistance with B2B lead qualification and event registration. Our goals were to increase speed to lead, event registrations, and perform data hygiene on the client's antiquated contact database.

THE GOALS

The client had 2 primary goals:

01

The client needed to increase speed to outreach and gather cleaner data.

02

The client was looking to increase event registrations.



THE SOLUTION

Some of the critical components of our client's B2B Lead Qualification & Event Registration program:

- Provided live agents to call each company in the database and update key decision-maker information, including phone numbers and email addresses
- Utilized a real-time email validation tool, which increased the accuracy of emails captured allowing for improved customer engagement through various nurturing campaigns
- Provided a live agent team to contact businesses' human resources executives to register them for an in-person executive meeting
- Provided the client with the ability to perform multiple approaches to programs through A/B testing due to our flexibility and speed to setup
- Outperformed two other partners to become the client's premier contact center
- Filled multiple events through registration campaigns, which allowed for many new business customers and a positive ROI on the program

THE RESULTS

4

leads generated per day,
per agent

18+%

conversion rate

Most
accurate

return data out of all the
client's vendor partners

Multiple

events filled through
registration campaigns





Our client helps its customers create portfolios aligned with their goals so that they can stay on track to meet them and retire comfortably.

Quality Contact Solutions is proud to support our clients' missions with our call center, BPO, and telemarketing services. Our goal is to provide an excellent customer experience for each one of our clients.



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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