

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

# Outbound B2B Lead Generation

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Thousands of leads generated within a 5-month timeframe and climbing.

## THE COMPANY

Our client solves business problems by connecting entrepreneurs with SBA loan solutions and trusted service providers. They needed a call center service provider with experience in the financial sector to reach out to a list of more than 100,000 small business owners.

The client didn't have the bandwidth, management, or technology to operate the program internally and needed an organization that could help build it from the ground up. Quality Contact Solutions provided outbound lead generation services for 7(a) business loans up to \$5 million and the ERC tax credit.

# THE GOALS

The client had 2 primary goals:

01

The client wanted to scale the number of companies it helps receive 7(a) business loans and the ERC tax credit.

02

The client needed a partner to reach out to more than 100,000 small business owners.



# THE SOLUTION

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

- Built an outbound call center program from the ground up and prioritized the client's list into revenue segments to increase return on investment
- Provided online reporting for key decision makers to view daily results of leads generated and implemented a live transfer process that would connect interested business owners directly with a live loan specialist
- Created dynamic scripting that would allow quick deployment/reporting of new lead segments and campaigns
- Directly integrated with the client's CRM for immediate notification of appointment scheduling
- Doubled team size and deployed additional product service offerings due to program success
- Generated thousands of leads consisting of 60% phone appointments, 25% guided online enrollments, and 15% live transfers
- Tracking at more than a 35% interested percentage and converting more than 15% of the contacts spoken to into qualified leads for follow up by an internal loan officer



# THE RESULTS

Thousands

of leads generated and climbing

35+%

over interested percentage

15+%

of contacts spoken to converted into qualified leads

10

agents added to program since inception



Our client delivers value to American small business owners and lenders as a dedicated partner.

Quality Contact Solutions delivers value to our clients with call center, BPO, and telemarketing solutions. We are committed to providing a superior customer experience in each program.



## 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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