

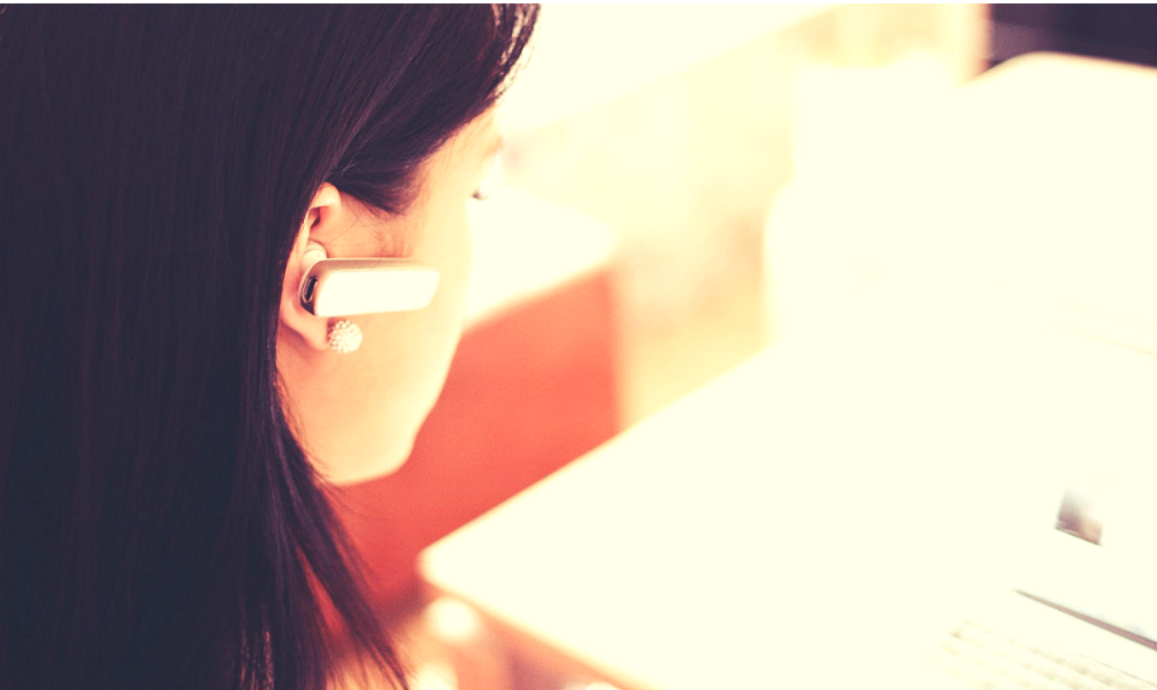


Intelemark Beats the Big Guys at Generating More & Higher Quality Leads

One of the largest privately held businesses in the U.S. improves the quality and quantity of the appointments with a new vendor

CASE STUDY

SERVICE ENGAGEMENT



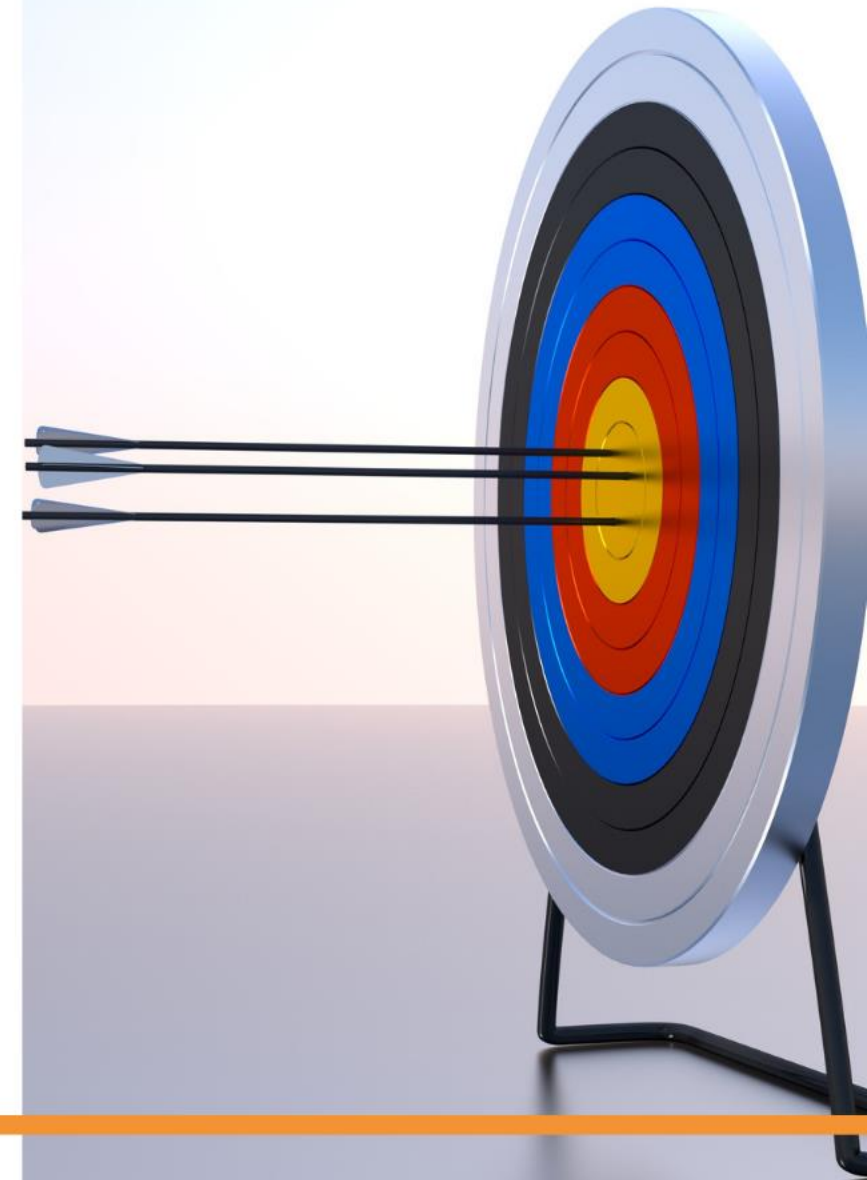
 Appointment Setting

CLIENT CHALLENGES/GOALS

The client had been working with one of the largest companies in the appointment setting industry to generate appointments for their field sales force to meet with businesses and demonstrate their new single cup coffee system for office environments. Over time, the quality and quantity of the appointments spiraled downward. Despite their size, the “big boys” were failing to meet the client’s objectives.

The goals of the campaign included:

- Finding an alternate solution that would recapture the confidence of the sales force
- Rebuilding momentum in a highly competitive marketplace
- Adequately training virtual agents for the campaign



SOLUTIONS

Intelemark proposed a 5-week test vs. the incumbent supplier. At the end of the brief head-to-head test, which included the initial training for the agents, it was reported by the client that we had generated appointments at a higher rate and quality than the incumbent, exceeding the client's expectations.

Intelemark implemented its proven onboarding system for the new client project, which included:

- **Adding agents to the campaign** as needed.
- **Extending the campaign** for 3 months to increase and encourage engagement.
- **Providing virtual training** to agents to get the campaign up and running in a short period of time.

RESULTS

After a number of short-term extensions, the incumbent supplier was removed. Intelemark was awarded the campaign for the entire United States. By generating quality appointments over a 6-year period, we helped the client penetrate the corporate marketplace with their product.

Improved Results Over Incumbent Supplier

Intelemark improved the results over the previous supplier in every metric measured for the campaign.

Because of our proprietary software the campaign started faster, was more cost-effective and agile.

Gained Market Share for a New Product Category

With the improvement in the quality and number of qualified leads produced, Mars, Inc. was able to reach their goals for capturing market share in the product category and the marketplace they targeted.

Regained Confidence of the Internal Sales Team

By receiving a higher number of quality leads, the sales team regained confidence in the leads generated and immediately began converted the leads into sales.

THE HIGHLIGHTS

Intelemark met the challenge of recapturing the confidence of the sales force and rebuilding the momentum of the company with a newly launched product in a highly competitive marketplace.

When Intelemark initially connected with the client, they were uncertain that a company with exclusively 'virtual' agents could do a better job than their incumbent supplier, a very large, brick and mortar operation.

The client was also concerned that adequate training of virtual agents might not be possible without a face-to-face meeting.

The brief head-to-head test, as reported by the client had generated appointments at a higher rate and of higher quality than the incumbent, exceeding the client's expectations.

The initial test results were so successful the client extended the campaign for another three months. They also expanded the campaign, which required adding more agents to the team.

THE INTELEMARK DIFFERENCE:

Intelemark worked to develop relationships with the sales representatives in the markets that we were working and gain an understanding of the “differences” that existed in those markets.

By targeting our messaging and approach on a market-by-market basis, we were able to help the sales teams achieve and exceed their goals. This is the reason that we’re in business.

Contact Intelemark at 602-943-7111 or at [Intelemark.com](https://intelemark.com) for more information and to learn how we can deliver results to meet your business objectives.

