

ABM Desk 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.

A photograph of a woman with short dark hair and red-rimmed glasses, wearing a white button-down shirt. She is sitting at a desk in an office, talking on a black mobile phone held to her ear. Her left hand is raised near her chest. In the background, there is a computer monitor, a keyboard, and a mouse on the desk. The office environment is brightly lit.

CASE STUDY

THE COMPANY

B2B Appointment Setting

Over 100 agents with
4,000 appointments set
monthly

ABM' client is a professional organization and a leader in negotiating hotel rates for high-volume business travelers. The organization identified the need for its inside sales team to stay focused on speaking with qualified prospects and closing sales. As a result, they contracted ABM Desk to conduct outsourced appointment setting.

THE CHALLENGE

The company had 2 primary goals:

01

Set high potential appointments with business executives at an acceptable cost per appointment

02

Create a qualified database of prospects by gathering critical data



THE SOLUTION

Some of the critical components of our B2B Appointment Setting program included:

- We reinforced the appointment by sending an immediate email to the customer with the date and time of the appointment. This increased the “kept appointment” rate.
- We used one central appointment entry person at the call center. This increases contacts by relieving the rep of the burden of entering data into a complicated CRM.
- We worked closely with our client’s sales managers to align our program with their expectations. Until the reps had some big “wins” from our appointments, they were skeptical of their value.
- Hourly flash reports were provided so we knew in real-time what the results were. Daily call monitoring was critical in making adjustments in scripting and listening to responses from the prospects and adjusting accordingly.

THE RESULTS

1.5
MILLION

outbound calls to profiled businesses

9,000+

qualified sales appointments set within 7 months

98%

quality assurance score

100+

onshore B2B appointment setters trained after program launch



The ABM Desk team consistently delivered qualified appointments for our inside sales team. I found that they were high quality and the team was always open to collaborating on how to make the program better. I would recommend QCS for any company that needs B2B appointment setting.

— VP of Marketing, ABM Desk Customer



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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