

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 young woman with long dark hair, wearing a white blazer and a necklace, is smiling warmly at the camera. The background is a blurred office environment with other people.

CASE STUDY

B2B Lead Generation

Over 95,000
Qualified Leads
Generated

THE COMPANY

Our client is a professional organization and a trusted source for DOT/Transportation, OSHA/Workplace Safety, Human Resources, Construction Safety, Hazmat/Hazardous Materials regulation, and compliance products and services. The organization helps increase safety awareness, reduce risk, follow best practices, improve safety training, and stay current with changing regulations.

THE CHALLENGE

The company had 2 primary goals:

01

Expand the capacity of their sales team

02

Benchmark existing vendors performance against a new team



THE SOLUTION

Some of the critical components of our B2B Lead Generation program included:

- Rather than place the business with 1 owner-operator, we opted to use multiple. This allowed us to build a champion vs. challenger model that drove a naturally competitive environment.
- ABM has been able to target the wireless subset of leads with our compliant non-ATDS calling system. Because it is illegal to call wireless numbers on an ATDS system without prior express written consent, this advantage has generated large amounts of prospect/customer revenue for our client that would have otherwise been lost.
- Efficiency and accuracy are important to the organization. Early in our relationship, they recognized how nimble, flexible, and precise our processes are. From testing new scripts to launching new products, the effectiveness and precision of our implementations have driven their decision for ABM to be their preferred new product and testing vendor.
- We have helped improve email accuracy by building a process to validate email addresses in real-time. This has considerably increased the opportunities for the organization's sales and marketing team.
- ABM has played an instrumental role in helping transition the organization's customers and prospects from print publications to an on-line subscription model.

THE RESULTS

95,000+

leads generated

95%

of monthly goals attained since 2014

15%

contact conversion rate on average

100%

of wireless phone numbers dialed using compliant non-ATDS technology



ABM Desk Team has provided value from the very start!
They have delivered well-qualified leads for our sales team, consistently exceeded objectives, and have been our leading vendor to set the standards in raising the bar with our other partners.

— 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.

WWW.ABMDESK.COM