

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 smiling female call center agent wearing a headset, with another agent visible in the background. The image is partially obscured by a diagonal white line.

## CASE STUDY

## B2B Membership Growth & Retention

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Increased multi-year  
renewals by 1500%

## THE COMPANY

The Society for Human Resource Management (SHRM) is the largest global organization representing HR professionals today. As the voice of all things work, workers, and the workplace, SHRM is the foremost expert, convener, and thought leader on issues impacting today's evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally.

# THE CHALLENGE

The company had 2 primary goals:

**01** Increase member retention

**02** Expand capacity of their internal team



## THE SOLUTION

Some core components of our business to business new member acquisition, retention, & welcome calls program success include:

- We knew creating a valuable member experience was essential to increase memberships. As a result, our team placed welcome calls to each new member, oriented them with SHRM benefits resources, and answered immediate questions.
- Increasing membership retention meant a deliberate focus on lapsed memberships and those on the cusp of expiration. That being the case, our team engaged with the member over the phone to discuss expiration status, review key membership benefits, and secure the renewal with a credit card. As a result, this member segment renewed at a rate exceeding 25%.
- Our team was vital in assisting with the testing and implementation of the Salesforce Service Cloud CRM integration. Consequently, we helped reduce third-party systems from 4 to 1, reducing errors and increasing cross-departmental communication.

## THE RESULTS

**1500%**

increase in multi-year renewals

**5  
YEARS**

of consecutively exceeding renewal goals

**70% +**

credit card renewal rate

**3:1**

return on investment



ABM Desk is one of the finest business partners that I have worked with over my career. As I undertook a major restructuring of a client's customer care operations, I relied heavily on their business expertise. A client-first attitude made all the difference in ensuring that the assignment was completed successfully and with minimal risk for a traditionally risk-averse organization.

— Chief Financial Officer • Keith Green



## 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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