

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.

## CASE STUDY



## THE COMPANY

### B2C Appointment Setting

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Generated \$2.6 in new sales

ABM' client is a professional organization and leading provider of Complex Rehab Technology (CRT) in the United States. That means they help thousands of people with individually configured, medically necessary mobility products and services. From manual and powered wheelchairs to disposable medical supplies that serve unique medical and functional needs, they help people live more freely.

# THE CHALLENGE

The company had 2 primary goals:

01

Increase sales revenue

02

Provide exceptional customer experiences



## THE SOLUTION

Some of the critical components of our B2C Appointment Setting program included:

- ABM Desk developed and implemented an outbound contact strategy that coincided with various points in the product life-cycle. This strategic approach enabled the ability to identify the need for an equipment repair vs. total replacement of the equipment.
- The strategic approach ABM Desk employed has enabled the internal service team to manage their time servicing the customer rather than focusing on outreach.
- The opportunity to promote additional products and solutions offered by the organization was quickly integrated into our process. This has helped improve the overall customer experience while contributing to additional revenue for the business.
- By segmenting customers into lists according to the age of equipment, we were able to garner insights into opportunities for the business to reach out and connect with customers as their equipment needed servicing.

## THE RESULTS

\$5.1M

in new sales for the business

20%

increase in overall lifetime contact rate

25%

decrease in cost per contact

94%

quality assurance scores on calls



ABM Desk has helped ensure customers receive high-quality service at all times. We've helped facilitate better health outcomes for our customers by proactively making sure equipment meets their current needs while and reducing avoidable repairs with preventive maintenance.

— 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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