

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 man in a dark blue suit, white shirt, and blue tie, wearing glasses and smiling. He is sitting at a desk with a laptop in front of him. The background is a blurred office setting with bookshelves and a lamp.

CASE STUDY

Lead Generation B2B eSolutions

23% increase in revenue

THE COMPANY

ABM' client is a professional organization who is leading revenue cycle management business. The organization is dedicated to simplifying the business of health care by delivering health information, services and technology to hospitals, physicians and health systems. Sitting at the center of the health care financial exchange, the organization combines technology, methodology and expertise to help payers and providers collaborate. The seamless, transparent revenue cycle capabilities strengthen and sustain the payer and provider relationship.

THE CHALLENGE

The company had 2 challenges:

01

Transition new and existing customers to subscription-based software products

02

Outsource some of their team to execute the strategy



THE SOLUTION

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

- We knew we needed to form a team with individuals who were confident and had strong sales backgrounds. Because we partnered with multiple owner operations, our business model allowed us to hand-select the highest quality agents that fit our desired profile across various vendors.
- Given the number of solutions offered by our client, the ABM Desk team segmented customers into lists based upon products purchased, market, and specialty. This segmentation provided a seamless way to generate opportunities for the relevant eSolution and help focus on additional up-sell opportunities for each customer.
- The ABM Desk team tested placement in the script and the language used to generate an eSolutions lead. We used data to analyze the results and made changes across all lists. As a result, we were able to bolster performance to improve the number of leads generated.



THE RESULTS

23%

increase in revenue

10%

of new leads generated

3.5M

new eSolutions business

22%

increase in electronic products in 3 years



ABM Desk 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.

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