

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 blurred in the background.

## CASE STUDY

### B2B Membership Renewals & Reinstatements

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100% of telephone  
renewals paid by credit  
card

### THE COMPANY

ABM' client is a professional organization that is recognized as the voice for women in real estate, and the premier source for the development of leaders in the real estate industry and beyond. They are a dynamic, accessible, and diverse network, linking each member to the tools, training, and support to develop their individual leadership potential and business goals. The organization identifies, supports, and promotes the development of strong women business leaders in the industry.

# THE CHALLENGE

The company had 2 primary goals:

**01** Reinstate lapsed members.

**02** Contact members approaching expiration and accelerate the renewals process.



## THE SOLUTION

Some core components of our business to business membership renewal & reinstatement program success included:

- Nearly 70% of our client's members have only wireless numbers. With it being illegal to call wireless numbers using an automatic dialing system (ATDS) without prior express written consent, we needed to mitigate any risk for potential compliance violations. ABM Desk provided the solution needed to call all wireless records compliantly using our non-ATDS compliant technology.
- We knew that sending invoices and waiting for payments from the lapsed member would not be the most efficient approach to securing reinstatements. We sent zero invoices and had 100% of renewed lapsed members provide credit card payments over the phone. Productivity increased as we did not have to follow up once the invoice was sent.
- The ABM Desk team provided insights around the outcome of each call. In a time when COVID was initially impacting the U.S., we were able to report back to our client how many members were citing they wouldn't renew.

## THE RESULTS

**HIGHER  
ROI**

vs. the alternative of manual phone calls

**100%**

of members satisfied.  
ZERO complaints

**100%**

of wireless phone numbers dialed using compliant technology

**ZERO  
INVOICES**

sent; all payments were done via phone



The ABM Desk team has really exceeded our expectations. They came to the table prepared with recommendations they learned from past experiences. That helped instill confidence in our organization that ABM Desk was the right choice.

— Senior Marketing Manager • 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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