

Marketing Qualification Calling with Poor Data...Spectralink discovers the Secret Sauce with Televerde.

About Company

Spectralink is the creator and expert in purpose-built wireless communications that solves the everyday problems of mobile workers since 1990. The key markets for them are healthcare, retail, and manufacturing.

Challenges

In the healthcare market, Spectralink is recognized for their durable phones. In a recent customer survey, the average time a hospital owns their handsets is seven years. Spectralink is proud of that distinction, but it does come with a drawback. With such a long time span, they find it difficult to maintain an accurate list of decisions makers for cross-sell and up-sell possibilities.

In an addition to the data frustrations, the call center team and the ISR team were not agreeing on the lead quality. “There’s this canyon between what the call center people say is BANT qualified and what our ISRs say is qualified,” explained Steve Stewart, “and we needed help closing this gap.”

This was the catalyst that pushed Spectralink to put out an RFP for a lead development program. Televerde was put on the short list immediately due to reputation and previous work relationships. After the vetting process, Televerde was selected to manage and fulfill their project.

Solutions

To start, Spectralink and Televerde trained four agents to dive into the initial up-sell campaign. With limited data expectations, the lead development had to use their skills to find the right contacts.

The Advantage of Televerde

“It’s non-intuitive to people that you can tap into a quality professional skill set in a women’s prison, but it’s absolutely the case. Televerde has tapped into a high quality professional calling resource in that environment. Companies are really missing out if you don’t work with Televerde to leverage the uniqueness of that skill set. Additionally, I personally feel like we’re doing a little good for society and helping these women exit prison with a strong job skill set. That’s actually not why we originally made that decision; however, it’s, I can say, has been a really nice by - product.”

“This kind of bull doggedness is a really fantastic skill that it would be very hard for us to hire, compensate and retain. My recruiter would confirm this,” explained Stewart. Finding the right person was the first step, Televerde then had to be able to match the expectations of Spectralink’s’ ISR team.

“There was a 100% agreement from our ISR team that Televerde callers were not delivering fiction. They were delivering a clear BANT qualified lead, explained Stewart, “our process allowed for our ISR team to accept or reject each BANT qualified lead. Our team consistently confirmed that: Yes, we want to follow up on this opportunity and yes, Televerde did indeed uncover a live opportunity and the right party contact. “

Stewart continued, “We are convinced that there is a secret sauce in marketing qualification calling and that Televerde has brought that to our campaigns in a big way. The quality of the callers that Televerde put on the phone and their tenacious ability to get to right party contact is unique and critical.”

Results

Due to the very imperfect database we started with, it was hard to set goals for the program upfront, but Spectralink has been very pleased with the results to date.

“During the first 6 months of the first campaign, Televerde produced 193 Marketing Qualified Leads that have generated \$2.9 million dollars in sales confirmed and qualified pipeline.” said, Stewart, “The results have exceeded our expectations. We are looking forward to the next steps of the relationship.”



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