



Client Case Study

Client	<i>Company X</i>
Date	2019
Sector	Debt Advice – Lead Gen
Campaign Size	2 Agents



The Brief

UK Consumer Links were approached by *Company X* to run an outbound dial lead generation campaign for their Debt Advice business. Initially the campaign started with 2 SA Agents to test the data available and process.

Company X supplied their own data (un-contacted web leads – a set data pot of 3,000 clients) and their own hotkey web portal.

We worked together to develop the scripting, criteria and objection handling training.

Desired Output

Company X wanted to supply their Debt Advisers with criteria based, qualified, debt advice hotkeys.

They set a target of a minimum 3 Hotkeys per Agent per Day based on the following metrics:

Data in Dialler	3,000
Contact Rate %	10%
Contacted	300
Min. Hotkeys %	20%
Min. Hotkeys	60
UK Adviser Conversion %	25%
UK Adviser Conversion	15

Costs

Each Lead Generation Agent cost *Company X* £1,050

The total Monthly cost to *Company X* for Consumer Links was £2,100

Actual Output

The Campaign was very successful, *Company X* have now committed to a long-term contract after a very successful initial period.

The data being supplied by *Company X* from their websites was very high in quality and allowed our Agents to exceed the targets set by *Company X*. Moving forward the data will be a blend of Web Leads (2nd use) and profiled data. Therefore, we do expect the performance levels to drop, however the metrics will still provide a very commercially viable campaign.

Below is an overview of the campaign once the initial data had completed the full call workflow:

Data in Dialler	3,075
Contact Rate %	33%
Contacted	1,020
Hotkeys %	16%
Hotkeys	161
UK Adviser Conversion %	29%
UK Adviser Conversion	46
Ave. Commission £	£800
Total Potential Commission Generated £	£36,800
Total Cost of Initial Period	£2,100

Summary

As you can see the campaign was very positive commercially and gave *Company X* confidence to expand their teams within South Africa and commit to a long-term partnership project. The team size is being moved to 5 SA Agents which will allow the dialler to be more automated as the profiled data is added in to the campaign.

If you would like to know more about how Consumer Links can support your business get in touch

Email: info@consumer-links.co.uk



UK OFFICE

The Old School House

Manchester Road

Carrington

M31 4UG

Email: info@consumer-links.co.uk