



Client Case Study

Client	<i>Company X</i>
Date	2015 - 2018
Sector	Financial Reclaims
Campaign Size	5 Agents



The Brief

UK Consumer Links were approached by *Company X* to run an outbound dial pack out campaign for their Financial Reclaim Product (PPI).

Company X supplied their own data (Web Leads) and their own web portal. However, we worked together to develop the scripting, criteria and objection handling training.

Desired Output

Company X wanted to pack out a minimum of 1 case per lead generated (1 for 1). For example; if they generated 100 web leads in a day, they wanted 100 cases to be packed out. They had other key metrics and compliance points we had to ensure we met.

They set the following performance targets as a minimum:

Web Leads (Daily)	200
Contact Rate %	40%
Contacted Daily	80
Contacts Per Agent	16
Min. Conversion Per Agent %	50%
Min. Conversion Per Agent	8
Ave. Cases Per Customer	5
Total Cases Agreed Per Agent	40
Team Cases Agreed Per Day	200
Total Customers Packed Out Daily	40
Total Cases Packed Out Daily	200
Conversion from Lead to Case Out	1 > 1

Costs

Each Lead Generation Agent cost *Company X* £1,100

The total Monthly cost to *Company X* for Consumer Links was £5,500

Actual Output

The Campaign was very successful, *Company X* ran their PPI Web Lead Campaign through CL for 3 years and grew the campaign to 50-60 seats at it's peak.

The web leads being supplied by *Company X* from their marketing partners varied in quality through the time of week, month and seasons – however, the metrics across the 3 year campaign were stable, reliable and allowed for large growth from *Company X*

Below is an overview of the campaign focussing on the %'s and an average day:
(These numbers are taken from when the campaign had 25 Agents and 1,000 web leads per day)

Web Leads (Daily)	1,000
Contact Rate %	41%
Contacted Daily	410
Contacts Per Agent	16.4
Min. Conversion Per Agent %	56%
Min. Conversion Per Agent	9.2
Ave. Cases Per Customer	6.1
Total Cases Agreed Per Agent	56
Team Cases Agreed Per Day	1,400
Total Customers Packed Out Daily	230
Total Cases Packed Out Daily	1,400
Conversion from Lead to Case Out	1 > 1.4

Summary

As you can see the campaign was very positive commercially and gave *Company X* confidence to expand their teams within CL. In this example, Company X, diversified their offering to add other financial reclaim products...all launched within South Africa.

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

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