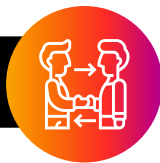




IMPROVING LEAD QUALITY FOR A NEW VENTURE

ABOUT THE CLIENT



Our client is a Canada-based real estate company that started a new venture with alcohol-free, odor-free skin-friendly hand sanitizers. They wished to expand the sanitizer business from Canada to the USA and wanted to reach out to businesses and pharmacies for orders, to be dispatched from their New York warehouse to especially, USA.

CHALLENGES



Reaching out to potential B2B buyers in the US was the primary challenge, followed by the quality of leads that was not up to the mark due to low connection in the new territory. They also didn't have the manpower and capabilities to expand in the USA. So, they wanted an outsourcing partner to provide them outbound calling services in fluent English. The preferred location was the USA or any nearshore location.

SOLUTION



We started the operation from our Jamaica location. It is a cost-effective nearshore location where the agents are fluent in English, have good communication skills, and are familiar with American culture. We are reaching out to potential buyers via emails, brochures, and calling. All leads generated are forwarded to the client. At present, we are only targeting New York, where our client's warehouse is situated. However, our client has plans to expand to the entire US market gradually.

RESULT



We are seeing improvement in lead quality and hope to cover a more extensive market soon.