

Case Study: Lead Generation Services to one of the leading Education Lead Marketing companies in the US.

Client:

Client is a leading online education services provider who provides users the opportunity to request information from schools and to learn about various education opportunities through affiliated websites. These information request sites require users to provide with contact information as well as information about their interest in one of their educational partners (universities, colleges, test prep companies, etc.). Customer interest information is collected to determine what information the customer wishes to be sent.

Campaign Description:

The contact details gathered on Client's websites is passed on to us in order to generate leads. A team of 25 + associates with outbound experience call the individuals who have expressed interest on the website and qualify customers' based on the category of courses they are interested in. All interactions with the prospects are recorded and accessible online. The associates capture required information such as (name, address, phone number, email address, gender, age, work experience, etc.) We have an internal QC process to validate the leads and the information captured.

Results:

The team averages about 05-06 warm transfers per day.

For more information on our services, customized solutions or for a quotation, please contact:

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