

Lead Generation & Appointment Scheduling For A Financial Services Firm

LEAD GENERATION



Client

Federal Finance Group provides insurance services and retirement plans to clients in the United States of America.

Business need

The client which was a leading insurance provider had an existing database of customers that it wanted to sell its products and services. It was looking for an outbound telemarketing services provider to help generate leads for their business from this list of prospective customers, and schedule face-to-face appointments for their sales executives.

Solution

Cyfuture BPO was hired as a partner by Federal Finance Group to make outbound telemarketing calls and set-up meetings for its sales executives with prospective customers. The BPO team at Cyfuture commissioned a team of experienced telemarketing professionals to execute this project. Each process executive was trained on client's products and services and provided with an in-depth knowledge of client's products so that they could effectively garner interest of prospective customers and agree for an appointment with sales executives from the client's team.

Effective quality management procedures were put in place to ensure no misinformation was provided to prospects. It ensured higher rate of closures and only genuine leads were forwarded to client.

The solution provided by Cyfuture helped the client register significant sales growth and increased profitability for its business.