

Data Validation & Lead Generation For A Global Manufacturing Giant



Client

Mettler Toledo is a listed manufacturer of scales and analytical instruments in the United States of America. It is a leading provider of weighing instruments that is used widely in laboratories, industries, and food retailing applications. The company provides various analytical instruments, process analytics instruments, and end-of-line inspection systems.

Business need

The client was looking for an outbound telemarketing services provider to help it validate their existing customer databases. It also wanted this outsourcing partner to make call to the existing database and generate leads for the business.

Solution

The client had a large existing database of existing clients spread across its key geographies of United States, United Kingdom, Canada and Australia. Since these databases were extremely large, the call center team first filtered the raw data. It then compiles an effective calling list with valid phone numbers and other contact details. Next, outbound calls were made to these numbers to validate and update the customer records.

In addition to this, the telemarketing executives enquired existing customers for any future needs for client products. In case, responses were in the affirmative the details of such clients were passed on to client sales team for further action.

The solution offered by Cyfuture helped the client in managing an efficient customer relationship program and also grow their business with repeat sales to existing customers.