



YourTelemarketing

Case Study

Overview

Ecocleen is a national franchise providing green, clean and fresh working environments for businesses across the UK. Kevin Morphew, Suffolk & Norfolk franchise owner already has a good client base, but wants to expand, particularly into schools across the region. As a sole trader, Kevin's time is mainly focused on visiting prospects and clients, undertaking site surveys and providing cleaning quotes. He recognised that he needed support undertake the cold calling to introduce the Ecocleen concept, key benefits and services.

Client requirement

Key result for Ecocleen is regular appointments booked with schools or commercial offices which have a minimum requirement of 10 hours cleaning per week.

Our Solution

Your Telemarketing built a package of services for Kevin to ensure that he could focus on his clients and top prospects whilst we worked in the background to introduce him to new schools, raise awareness, collect information about current cleaning processes and where possible book an appointment. Initially we agreed on Kevin's target market, his base data, and the aims, objectives and targets for his campaign. Our ethos is to represent our clients own brand to act as an extension to their business. We selected an agent to work with Kevin and provided sufficient training so that questions can be answered effectively to develop prequalified opportunities. All calls are supported with a call guide which was developed by us and approved by Kevin. This evolves over time as we continue to improve the project. To provide a seamless process we manage all requests for information, sending emails from Kevin's own domain. Kevin receives regular reporting from us, both written and verbal.



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Key Results

The Ecocleen agent makes an average of 100 dial attempts, reaching 25-30 contacts per day. From these calls we normally uncover 4-5 longer term prospects where contract are due for renewal at a later date, 2-3 current leads and 1 actual face 2 face appointment. Our integrated approach, involving email marketing as well as telemarketing ensures that we continue to maintain a good pipeline of opportunities.

Key Benefits

- *Experienced sales team*
- *Good quality appointments*
- *Adaptable activity*
- *Re-engage with clients*
- *Focus on your core activity*
- *We maintain your brand*
- *Have a larger team*
- *Increase your client base*
- *Flexible to meet your needs*

*Ecocleen Services – East Anglia
have been using Your
Telemarketing since September
2015. Having previously
outsourced our telesales work to
other companies with mixed
results I couldn't be happier with
the service I have received from
Laura, Rosie and the team.
Kevin Morpew,
Regional Director.*