

Case Study: Turning Leads into Prospects for a Merchant Cash Advance Provider through Outbound Call Center Service

The Basics

Client: Confidential

Location: USA, Canada

Industry: Finance

Service(s) Provided: Outbound Call Center Service

About the Client

Our client is a market-leading business loan and merchant cash advance solutions provider to small and medium sized businesses to help them get the funding they need in order to flourish their business.

The Situation

The client provides merchant cash advance services to businesses in exchange for a percentage of their daily credit and debit card sales.

The client recognized that the key to success of their business is to build a solid customer base and what is needed is to touch as many prospective customers as possible. They wanted to increase their existing customer base with the help of outbound sales calling service to turn their leads into prospects. In order to achieve their objectives, the client is looking for a BPO company to outsource an outbound call center service that they needed. The target customer segment for their service was small and mid-sized businesses.

The Solution

We set up a team to do the outbound cold calling process. We handpick our call center agents who have experience in the industry and the necessary skills to make high-quality, results-driven connections to do outbound calls.

The client provided us with the database of their leads to which our goal is to turn them into prospects, which means in this level, the customer we've called already showed interest in availing the client's service.

We call and speak to the contact person of the company from the list of leads, informing them about the client's merchant cash advance service – its features and benefits. After we turned the leads into prospects, it is then move through the sales funnel. The client will contact the prospects and try to convert them into sales.

We create reports in daily, weekly as well as in monthly formats with certain templates and formats which helps our client to track the progress. Each voice call is recorded and subjected to quality checks



which ensure flawless execution meeting customer's demands. The data gathered for the reports were checked and validated by the team leader for general correctness before the reports will be sent to the client.

The Result

- Achieved measurable result of turning leads into prospects
- Improved sales
- Cut costs and enhanced business productivity

ABOUT TENSEI PHILIPPINES

TENSEI PHILIPPINES INC. (BPO Division) as part of the Tensei Group of Companies, is an entity providing a valuable variety of business process outsourcing solutions that include Back Office, Contact Center, Information Technology, etc. We continually strive to be an innovative market leader in providing customized Offshore Outsourcing Management Solutions.

We want to help in making the world a better place, one problem solved at a time – all powered by solutions tailored to streamline operations, drive innovation, delight customers, and build brand recognition. At the end of the day, we only have one job – and that's to help businesses deliver better to their customers.

