

Lead Generation & Appointment Scheduling for a Financial Services Firm



Client

A leading provider of insurance services and retirement plans in the United States of America

Business need

The client had a database of prospective customers. It wanted to hire the services of an outbound telemarketing services provider to generate leads for their business from the assigned list of prospective customers, and schedule face-to-face appointments for their sales executives.

Solution

Cyfuture commissioned a team of experienced telemarketing professionals and trained them on client's products and services. All these executives were 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.