

GERMAN PARTNER RECRUITMENT SEES 40% RETURN ON COLD CALLING

HID Global sell access control and secure identity solutions (smart cards, readers, printers, RFID tags and software) through a well-established network of OEMs, developers, systems integrators and distributors worldwide.

Campaign Background

HID asked purechannels to devise and implement a small telemarketing campaign on behalf of one of their biggest German-based partners. HID wanted to increase awareness around two of its flagship printers, supplying their partner with warm leads to nurture and develop.

The Target Audience

We targeted two different types of German IT resellers:

- Those that may already sell ID card printers
- Those that don't sell ID card printers but may be open to adding them to their portfolio

The Activity

purechannels carried out a 6-day telemarketing campaign using newly purchased German IT Reseller data. Due to the stringent data protection laws in Germany it was essential that we gained an 'opt in' from each potential partner. Once we had the 'opt in' we asked each company a few qualifying questions. The telemarketer had two simple script paths to follow depending upon audience type. If they requested more information – the telemarketer would follow up direct. Any other requests were sent back to HID and the partner via a report for internal sales to follow up.

What did purechannels do?

- Data procurement and purchase, using specified criteria
- Telemarketing campaign to German companies
- Infographic to email over to 'opt ins' as additional information
- Translation of script and infographic for German telemarketer/prospects
- Reporting total number of calls, responses/outcomes per call, 'opt ins', more information requests and declines etc back to HID and the partner

245

COMPANIES CALLED

99

WERE CONSIDERED WARM
LEADS

40%

RETURN ON COLD CALLS AT
LESS THAN £50 PER LEAD

Future Activity

purechannels suggested to HID and the partner to either:

- Purchase more data and carry out further telemarketing for additional 'opt ins' given the positive outcome of the initial sampler campaign
- Design and create an email to send out to all 'opt in' companies either standalone to the existing 'opt ins' or to send out after the additional telemarketing, mentioned above