

Technical call centre for a service provider in the food and cosmetics sector



Task

The client wanted to sell a holistic service concept of industrial cleaning and pest control in the food and cosmetics industry.

The client's current database was not extensive enough to enter this market. In addition, his current manpower did not make market entry feasible.

The current method of utilizing conventional call centres was failing due to the lack of expertise of the call centre employees.

Objective

Acquire new customers.

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Methods

- ◆ Prepare a compilation of addresses from the Spiegel & Team database (approx. 3,500 contact persons of the food and cosmetics industry), mainly from operating managers, quality assurance professionals, and executives.
- ◆ Perform telephone calls / cold calling to company decision makers.

Result

As a result of the excellent preparation of the STC team, it was possible for the clients chief consultant to focus on specific targets and required less time for extensive address searches and unnecessary phone calls.

Within only a few weeks, new customers were contacted and convinced to utilize the cleaning concept and the pest control method.