

CASE STUDY

Bridging the talent gap and building the ultimate lead generation team.



OPTUS yes

Introducing Optus Business Centre, Liverpool.

Optus Business Centre Liverpool (OBCL) services small to medium businesses within the Liverpool, New South Wales area. It provides solutions that cover mobile, fixed line, broadband and data needs. The Australian team of nine is based out of a local office. It is comprised of 6 sales and account management professionals and 3 sub dealers. Managed by the business owner, Tamer Ali, the small business was established in 2006.

Finding good staff is never easy.

The sales function within the business had changed significantly. Customer needs are more complex than before, and the raft of products and services required is greater than ever before. Creating a bespoke solution to each unique client's circumstance is now a lengthy process. This meant the critical role of lead generation wasn't getting the time and effort it requires to keep the sales pipeline full. It was clear –dedicated lead generators and appointment setters were essential.

OBCL tried various recruitment models – hiring new team members, outsourcing to local telemarketing firms and eventually offshoring. Throughout over 15 different attempts at offshoring in India, China, Egypt and the Philippines, Tamer continuously hit massive obstacles that were hindering OBCL's success and quite simply, were too painful to endure.

One offshore telemarketing firm he turned to simply didn't give a small business like his, the love and attention it needed. It was set up to deliver to large businesses. In other offshoring efforts, the majority of firms only allowed the use of their CRM and databases. This meant no integration between the offshoring company's systems and OBCL. The result of which was no visibility for the business, irrelevant contacts and a disjointed working relationship between the international and local teams. Whilst they would get a good number of appointments set per month – the conversion rate was painfully low. They just weren't qualified leads and there was no return on investment.



The Staff Domain difference.

From the very first meeting, OBCL immediately saw core differences between Staff Domain's service offering and that of the previous offshore companies they'd used. Staff Domain understands small business and even more importantly – understands how integral it is to ensure a client's systems and software are leveraged in a safe and secure way.

Staff Domain recruited three exceptional appointment setters, and ensured each had access to the same systems their peers used in Liverpool, NSW. Each team member has a brand new Dell Business set up with two 24 inch monitors, phones that link up with the local phone numbers and extensions and high internet speeds Australian's would be envious of. Doing business and collaborating was easy.

The staff were trained by OBCL in accordance with Optus' strict training and compliance policies. They were each briefed to commence with the cleansing of the database, followed by targeted prospecting.

The results to date have been exceptional. OBCL has a clean CRM database that is current and managed to ensure all customer data is captured, with next steps automated to ensure the pipeline continues to grow. They are receiving more qualified leads than ever before, meeting their KPIs and giving the sales team all the leads they need to pursue and close to achieve budget.

Whilst this was not a cost cutting exercise but a resourcing one, it is impossible to ignore that this cost the OBCL business 60% less than local staffing. The greatest stand out for OBCL, is the level of support from their Staff Domain Account Manager. They get regular check ins, advice and support from matters pertaining to performance to systems improvements.

To learn how offshoring can help your business, please contact Staff Domain: www.staffdomain.com

OBCL enjoys:

- ☺ Exceeding lead gen KPIs.
- ☺ High value, qualified leads.
- ☺ Salary costs reduced by 60%.



I didn't set out on this journey to cut costs. It was to find stable, great talent that I couldn't find anywhere else. I tried local recruitment, local outsourcing and a raft of offshoring options. I now have a stable, talented team generating quality leads at literally a fraction of the cost had I have done it here. I only wish I had found Staff Domain earlier!"

Tamer Ali
Business Owner
Optus Business Centre Liverpool