

A CASE STUDY ON SELLING A RESTAURANT APP THROUGH OUTBOUND CALLING

The Customer

A global technology company that specialized in developing mobile applications approached our team with a requirement to boost their product sales through outbound calling. The customer wanted TSD to drive their sales and marketing strategy. With our client's goals in mind, our outbound calling team created and executed a plan to establish a steady sales cycle for the company.

The Requirement

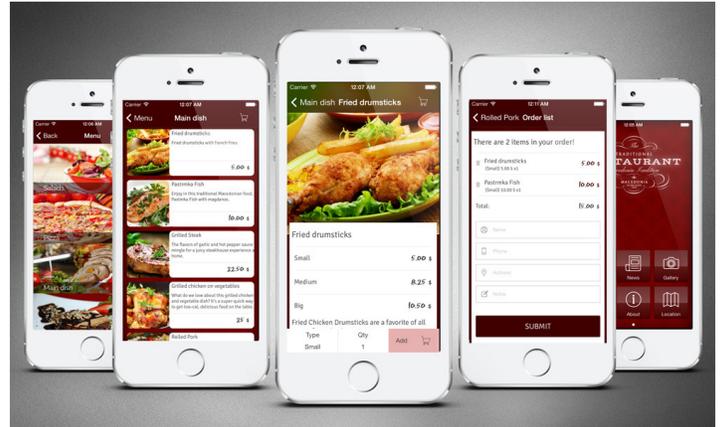
At TSD Global, we analyzed the requirements and the challenges faced by the customer. Next, we carried out a comprehensive analysis of the customer profile of the client. Having completed the required research, we narrowed our focus to targeting the restaurant industry and our team came up with a two-phase plan for helping our customer sell their mobile application through our outbound calling services:

- **Phase 1:** TSD Global created a master database of restaurant industry contacts to target through LinkedIn and outbound telephone business development calling.
- **Phase 2:** All potential customers received follow up emails that included presentation and demonstration links.

The Solution

To successfully address the requirements of the customer, we offered the following solution:

1. **The Offshore Outbound Calling Team:** We decided on employing 25 calling agents who would work from Manila. By utilizing our offshore team, the client saved nearly 50% on cost. This team was handpicked to ensure that they carried out the extensive sales requirements of the customer. Prior to the start of the project, we provided intensive training to the team on the client's product.
2. **The Product Sales Cycle:** During the first phase of the project, we utilized the outbound calling team to create awareness about the client's product - our team made outbound calls to provide information on the key features of the product and how the product can benefit the customers of our client. Our representatives worked with potential customers to set up demonstrations of the app and show them how the features and benefits would greatly enhance their business. The companies that proceeded with demonstrations had very high closing ratios.



The Results

By creating the appropriate product sales cycle, TSD Global was able to generate hundreds of customers for our client. Our outbound calling team was able to create a steady and growing pipeline of new customers for the client every month. Our customer was extremely pleased with the results and we continued to expand our relationship through a variety of new initiatives. The successful completion of this project became a model on which we based our other outbound calling assignments and further penetration in the restaurant sector.