



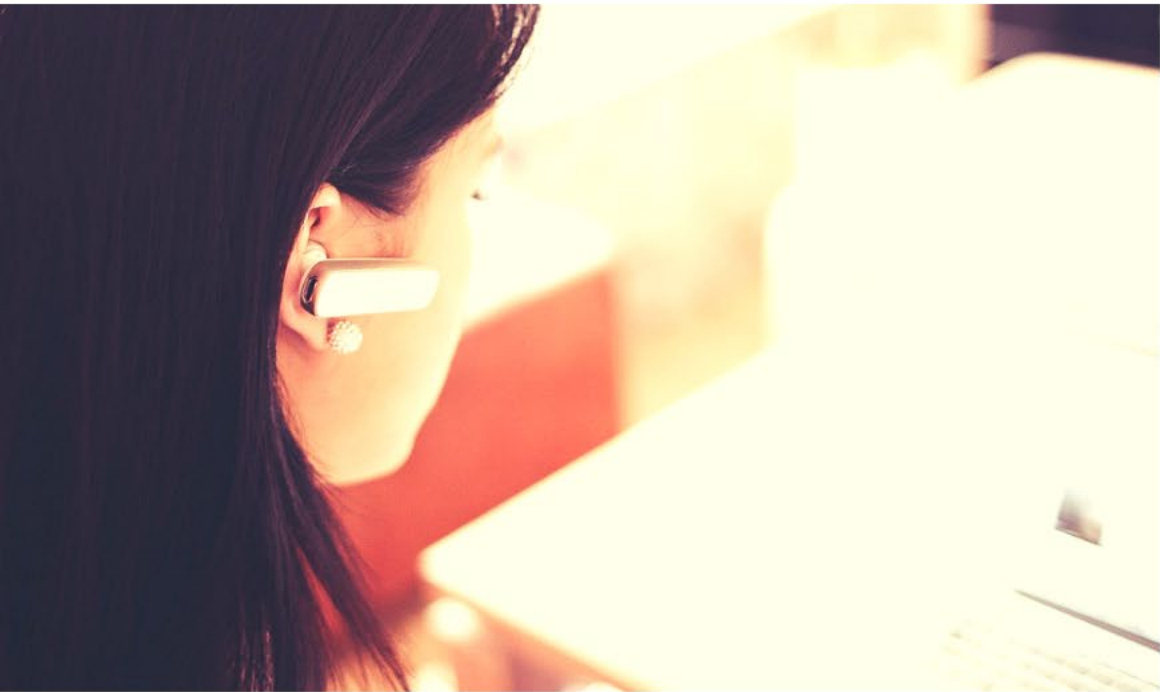
intelemark
THE BUSINESS CONNECTION COMPANY





Calling Campaign Generates \$11 Million in Revenue

Fortune 100 Medical Equipment Manufacturer
Gets Results in Just 90 Days

CASE STUDY

SERVICE ENGAGEMENT



-  Sales Lead Generation
-  Sales Lead Qualification
-  Sales Intelligence
-  Market Research/Survey

CLIENT CHALLENGES/GOALS

One of the world's 10 largest medical device companies contacted Intellemark with an initial request to conduct a multi-step market survey campaign, with calls targeting hospitals and surgical centers.

The goals of the campaign included:

- Connecting with busy and hard to reach hospital personnel
- Acquiring data from prospects through the results of a short survey
- Educating prospects about the status of certain equipment
- Identifying qualified prospects who are ready to meet with a representative



SOLUTIONS

Intelemark assigned the campaign to Meryl and Lisa, both very positive team members with extensive experience in calling campaigns for the healthcare industry. Intelemark's proven system for onboarding the new client project included:

- **Engaging the client** to help us assist with a brief but thorough agent training so that they could sufficiently represent the client and the brand.
- **Preparing the call content** and the FAQs so that agents had the information needed to properly represent the brand and achieve the calling campaign objectives.
- **Conducting internal team meetings** for additional training, feedback, questions, and ongoing education for the campaign agents.
- **Recording calls** for use in daily and weekly reviews, ongoing agent training and quality improvement of the campaign.
- **Consistently reviewing the strategic plan** to improve our expected deliverables and projected client ROI.

RESULTS

The knowledge and experience of the agents, coupled with ongoing improvements made to the campaign on a daily and weekly basis enabled Intelemark to generate impressive results at every stage of the campaign.

Valuable Contacts & Data

Successfully contacted key hospital executives who completed more than 90 extensive surveys.

Brand Awareness

Educated prospects about available products.

Compiled feedback, which resulted in identifying certain critical service issues. With this data, the client ultimately rectified the critical issues.

New Leads = \$11 Million

Identified a significant number of new leads for the client that resulted in more than \$11 million in new medical equipment sales revenue in 90 days.

THE HIGHLIGHTS

In addition to the outstanding business results, the true impact is priceless when considering that the placement of this state-of-the-art equipment can and will impact the health of so many people in hospitals across the country.

“The Intelemark team was outstanding. From program setup through execution, they provided a level of professional support and service that ensured our initiative was a success. Intelemark represented our brand and our customer’s interest extremely well.”

- Marketing Executive, Fortune 100 medical equipment manufacturer

Intelemark is very proud to have delivered these outstanding results. The client is extremely happy about the success of the campaign, the professionalism with which the campaign was conducted, the depth of knowledge and experience of the agents in the industry and the return on their investment.

THE INTELEMARK DIFFERENCE:

Intelemark specializes in complex calling campaigns. Thorough preparation, positivity, experience, consistency and tenacity are some of the ways Intelemark agents continue to deliver outstanding value for clients of all sizes.

Contact Intelemark at 602-943-7111 or at [Intelemark.com](https://intelemark.com) for more information and to learn how we can deliver results to meet your business objectives.

