

SERVICE TYPE

Appointment Setting

INDUSTRY

Allied Health

PROBLEM

The client had started social media advertising for their Allied Health services, with leads growing upward of 30 day. The client didn't have the staff to cover this growth and to ensure that the leads were qualified, booked and nurtured.

The client came to Gen Leads looking to outsource their appointment setting services. The client was wanting to partner with a lead generation company who they could teach about their industry and grow as they grew. The client wanted to ensure there was no hassle and that they had peace of mind knowing that the lead generation company was meeting the required KPI's and did not need micromanagement.

SOLUTION

After sitting down with the client, Gen Leads was trained on the client's industry and were able to create a simple yet effective call campaign / lead nurturing strategy for the leads. The campaign would feature heavily on using outbound calls and sms to connect with the new leads. This strategy included ensuring all the leads were qualified, their questions were being answered and most importantly all leads being contacted within 24 hours of their initial enquiry and converted. Gen Leads also created a client rebook and retention strategy to help increase the retention rate of the booked clients.

RESULT

The original KPI set for the campaign was a 25% conversion rate. After three years Gen Leads was achieving a fortnightly conversion rate of 40% on new bookings.

The retention strategy created by Gen Leads ensured clients had an 18-month retention rate, which assisted the client in their national growth strategy.

Due to the success of the relationship with the client Gen Leads have taken on the appointment setting services for three of their other Allied Health services with a conversion rate amongst the group being 40%-50%.

40% conversion
rate

18 month
retention rate

Leads contacted
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