

**CASE STUDY:**  
**APPOINTMENT  
GENERATION**

# Company:

---

**Sector:** Information Technology

**Location:** USA

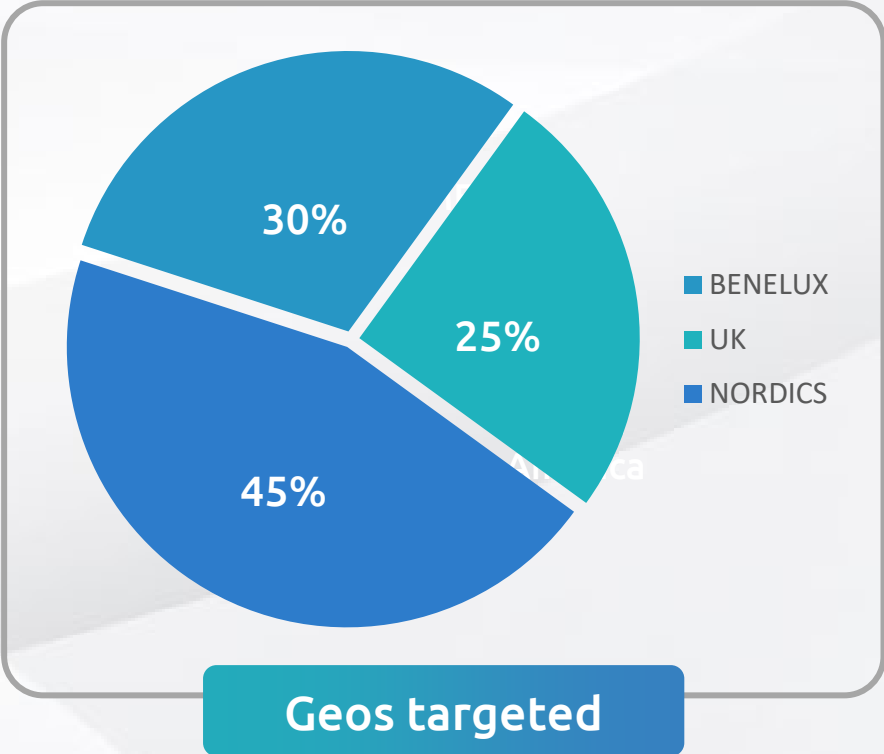
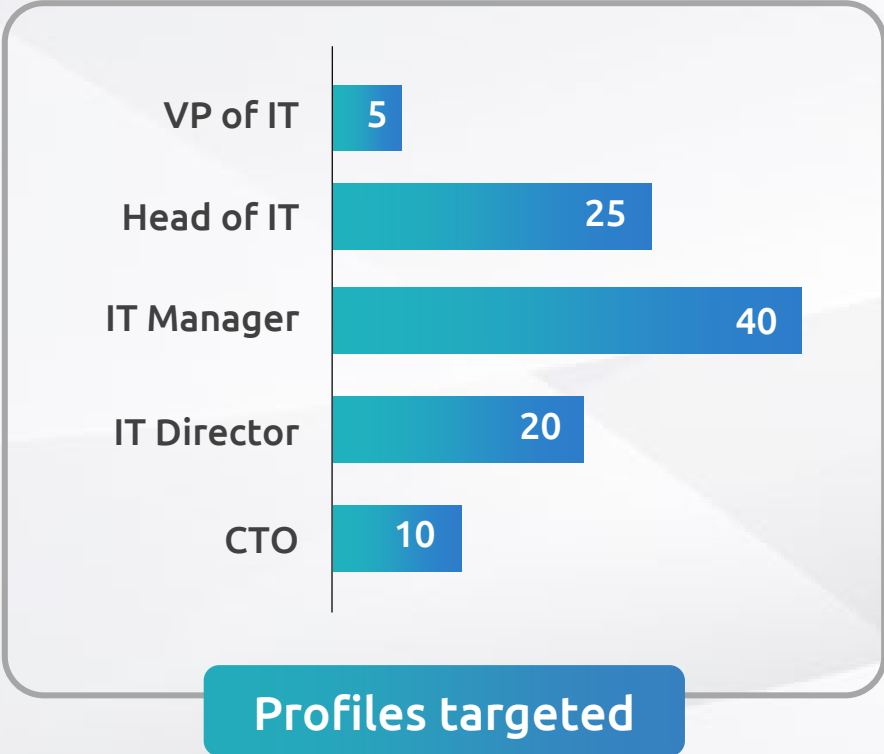
**Service required:** Appointment Generation

# Requirement:

---

- Set appointments with IT decision makers.
- Attract potential clients.
- Meet sales targets.

# Campaign Specifications:



360

Sectors

500+

Employee size

1M+ USD & Above

Revenue

# Challenges:

---



Valid data  
collection.



CRM couldn't track  
cold call outcomes.



Time restricted.

Note: We set up a meeting to vividly understand our clients' requirement.

# Strategy:

---

We first understood our client's requirements and created a strategy focusing on:

- Fetching Data
- Utilizing Telemarketing
- Following up on hot leads\*

\*Kept a check on our client's availability along with a convenient time to call the lead.



# Key Takeaways:

---

120

Leads were generated through Telephonic call on a quarterly basis.

30

Leads were also generated through Email Marketing on a quarterly basis.


# Testimonial:

---

It's our early days with the Logichron team but I've been impressed with their transparency and ability to get things done and communicate. As provided us quality leads as demanded. Furthermore, there aren't any questions they want to have a direct answer for and go above and beyond with their delivery.

**- Vice President of Sales,  
Leading IT firm in the USA.**



 +971 5563 24245 | +1 83157 42056



[Schedule a call](#)



[natalie.hill@logichron.com](mailto:natalie.hill@logichron.com)