

Customer Acquisition - Utilities



Client's Challenge

High cost per order on short term customer acquisition blitz campaigns.



iPacesetters' Solutions

- Consulted with client to better anticipate marketing pushes and increase time available for campaign preparation.
- Expanded campaign call handling windows.
- Managed lead list segments to maximize total return on campaign investment versus penetration goals by segment.



Outcomes

- Delivered Cost Per Order reduction of 28.21%.
- Improved sales conversion performance by 9.53%.

