

# Lead Generation/Appointment Setting - Broadband



## Client's Challenge

Insufficient ROI on Leads Generated



## iPacesetters' Solution

- Consulted with client to redesign the qualifying questions in order to enhance the quality of the lead.
- Established minimum agent performance goals for % of in-person vs. phone appointments.
- Managed geo-coded data base targeting proven high-propensity records in order to enhance sales throughput and ROI.



## Outcomes

- Maintained Cost Per Lead, while improving quality
- Demonstrated a nearly 35% gain in the % of leads provided that became paying customers.

