

FLATWORLD PROVIDED LEAD GENERATION TO A LEADING SEO COMPANY



The Client

The client is a leading search engine optimization company which helps companies to improve their SERP rankings on different search engines. They also provide clients with innovative and creative website development services.

The Requirements

The client was looking for a cost-effective outsourcing partner who could help them with outbound calling and appointment booking services. They wanted a service provider who could help them increase their leads through lead generation campaigns and convert these leads into paying clients.

Business Challenges

Flatworld Solutions had to face a few challenges during the implementation of the lead generation project. Some of the key challenges we had to face include -

1. The client was already lagging behind in starting the lead generation campaign. They wanted us to hire and train a team of 15 executives and be ready to start the project within a week.
2. We had to hire a team leader on an urgent basis and train the person who could help the other executives with lead generation techniques and also train future recruits.
3. The client wanted to have an easily scalable team on board which would be easier to scale up or scale down the service requirement as and when the client needed it.

Our Solution

Our team of call center executives immediately started off with the work and devised the following solution for the client -

- + We formed a team of highly skilled and experienced call center executives which had a mix of experienced as well as freshers who could generate leads for the client in no time.
- + Our management was able to hire and train the team to begin the project as per the client's requirement within 5 working days.
- + During the project, we were able to improvise and discuss our processes and even get it on our KRA.
- + We also arranged the transfer of live calls to the account managers of the client during the course of the project.

The Results

We were able to deliver quality leads to the client soon after we started off with the project as it was easy for our team to understand their requirements with ease. Our agents were able to carry out the appointment booking and outbound calling services in a highly systematic manner. The client is currently in talks with us to increase the number of seats for the lead generation campaign.

Outsource Lead Generation Services to Flatworld Solutions

Flatworld Solutions has been a leading provider of [lead generation for IT companies](#) and a series of other [call center services](#) to clients around the globe. Our team comprises some of the most qualified and skilled call center experts who can take care of all your lead generation needs. We are well-aware about the latest tools and technologies and can handle even the most complex tasks for your project.

Are you looking for a cost-effective and efficient lead generation service provider? Then, look no further, [get in touch with us](#) today!