



THE CHALLENGE

Company E is a global leader in fixed, mobile and converged broadband access, carrier and enterprise IP technologies, applications and services. With operations in 130 countries and 23,000 research and development experts worldwide they offer end-to-end solutions that enable compelling communications services for people at home, at work and on the move.

Company E's challenge was the need to have a single entry point for callers into their business for appropriate handling of inquiries. Inbound call coverage needed to be from 7:00 AM to 6:00 PM (CST), Monday through Friday excluding major holidays. Chameleon Group provides call center services for those customers/potential customer of Company E for all products, software and services.

THE SOLUTION

Company E engaged with the Chameleon Group to handle all inbound inquiries (telephone, email, web-based) and efficiently aid customers, employees and various call inquiries with answers, proper numbers and escalations while capturing key information and providing in-depth reporting back to Company E for call analysis.

Chameleon Group provides quality inbound call center services to capture all incoming 800 numbers, email inquiries and web-hits. In addition, we qualify and route leads to Company E's sales teams quickly and efficiently while answer questions from inbound inquiries and routing other calls appropriately.

Essentially, Chameleon Group answers all calls into the 888 numbers while accurately capture all callers' question(s) on products, software and services. Calls may range from general information, misdirects, wrong numbers or potential sales leads. If caller is a potential sales lead, Chameleon uncovers and captures detailed caller information based on mutually agreed upon lead qualification questions and then accurately records customer data and immediately routes sales leads to Company E's salespeople (based on region, vertical or account-type).

In addition, Chameleon Group provides telemarketing and lead nurturing services to support Company E's marketing efforts in the United States of America and Canada in the following segments:

- State and local government
- Utilities
- Healthcare
- Education (K-12 and Higher Education)
- Transportation (Rail and Air)

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- Services Providers (MSOs, Mobile Operators and IOCs)

Chameleon Group outbound calls to qualify interest in Company E's products and/or solutions while identifying and recording organizational structure of various (or other) decision makers in that company, incumbent competitors, qualification status/contact outcome. Chameleon Group schedules appointments for Company E's direct salespeople or channel partners and engages in other follow up vehicles, including email to provide information to potential leads.

Chameleon Group provides their web-based sales CRM database, ChameleonLeads, that captures all contact information, call notes and qualified lead information. With Company E's own uniquely configured ChameleonLeads online database, they can build a powerful, dynamic online knowledgebase that not only helps manage day-to-day sales and marketing tasks but also drives revenue by providing the tools to measure and maximize the return on investment (ROI) of every marketing dollar spent. As a tactical web-based application that helps automate and manage the marketing and sales process, ChameleonLeads streamlines Company E's operations, increases effectiveness and boosts inbound and outbound call agents productivity.

THE BENEFIT

Because of Chameleon's highly professional technical outbound sales and inbound call center services experience, Company E was able to focus their internal resources on face to face and mission critical functions and made higher and better use of existing professional sales resources. Sample benefits deriving from the approach include:

- More efficient use of sales executive time by providing fully qualified leads with critical information.
- Assist Company E with filtering non-immediate sales opportunities and continuing to place them in a "nurturing" mode, including periodic communication to ensure that when the opportunity matures, Company E will be front of mind in mindshare.
- Filtering and forwarding internal information requests to enable other divisions and groups within Company E to leverage strengths across various business groups

Overall, this is the second consecutive year that Company E has partnered with Chameleon Group to manage their inbound and outbound call center services in the U.S.A. and Canada. Chameleon Group is on a current run rate to handle more than 22,000 inbound calls and generate more than 1,650 qualified leads for Company E over the next twelve months.

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