

# Innovative B2B Customer Acquisition Program Generates Leads, Drives Revenue

A case study on the incentive plan a telecommunications company implemented to improve rates and sales close ratios

One of the most difficult challenges in business today is getting the attention of qualified, high-probability leads on which a sales team can focus its limited time and resources. As a result, many companies, like this telecommunications firm, are constantly seeking innovative customer acquisition programs that not only engage potential customers but also excite the sales staff.

## Challenge

The company was looking to maximize returns from its marketing campaigns and hit or exceed growth targets. To help achieve this objective, they were seeking to implement an incentive plan that would help improve meeting rates and sales close ratios.

## Solution

The company leadership, in partnership with Inspirus, developed a tiered reward program to help them achieve their desired goals. The company launched a new campaign that ran for eight weeks and targeted 2,283 business prospects in buildings that were already “wired” with their fiber optics.

The telecommunications firm’s Customer Acquisition Program encompassed an online awards solution that gives gifts to prospects for exhibiting identified key behaviors and actions:

- “Thank You for Meeting With Us” – Sales prospects received an award code via an email worth \$100 in reward points if they met with a sales representative.
- “Thank You for Your Business” – Sales prospects received a \$400 award code via an email for committing to do business with the company. After a contract was signed, the award codes were redeemable for an online gift.

The award codes could be redeemed separately (\$100 and \$400) or combined and redeemed for a gift worth \$500, including an Apple iPad. (Customers could instead choose to redeem their codes for charitable donations to the American Red Cross.) The campaign was promoted with a direct-mail introduction, personalized follow-up emails and direct phone calls.

## Goals

- A meeting rate of 6-8 percent (equal to the average of previous campaigns).
- A close rate that at least matched previous campaigns.
- An efficient and effective online process for redemption of gifts.
- Greater engagement with the sales personnel.

## Results

- A 10 percent meeting rate.
- A 22 percent close rate, exceeding previous campaigns.
- Total new monthly recurring revenue (MRR) of \$120,787
- Total top-line revenue of \$3.65 million.
- Excellent customer service and support from Inspirus, including successful marketing consulting, easy implementation for the online process and step-by-step guidance.
- Requests from sales to repeat the campaign.

## About Inspirus

Inspirus believes employees make up the foundation of culture, which is shaped and evolved through everyday experiences that are essential to the development of strong, high-performing organizations. We seek to influence the employee experience through our six Quality of Life dimensions: recognition, health and well-being, personal growth, physical environment, social interaction, and ease and efficiency.

Only Inspirus combines an integrated rewards engine, learning courses, communication tools and analytics into a single global platform spanning recognition, well-being, safety, milestone awards and community involvement. Through Sodexo's broader mission of improving the Quality of Life for all we serve, Inspirus aims to [bring joy to work](#), one experience at a time.

Visit [inspirus.com](http://inspirus.com) for more information.



100 N. Rupert St., Fort Worth, TX 76107  
800.552.9273 | [info@inspirus.com](mailto:info@inspirus.com) | [www.inspirus.com](http://www.inspirus.com)