

InXpress South West generates 80% more Qualified leads



Industry: Logistics

Size: 500+ FTEs

Company: InXpress is a global shipping franchise organisation, delivering great carrier solutions to small and medium sized businesses for domestic and international document, parcel, and package shipments via carrier partners such as DHL, TNT, USPS and UK Mail.

The Challenge

During our last six years trading we have relied on telesales to give our sales department qualified leads to follow. We have used both internal and external telesales. We have always had an issue with the quality of databases that our telesales have been using.

The Decision Process

We have looked at a number of commercial options but have never found them specific enough to our needs to be value for money. We were very impressed with the Zint product and agreed to sign up. We have found the system very user friendly and particularly flexible for our requirements. We particularly like the ability to highly customise and then save searches.

The Results

This has allowed our telesales to approach a much more targeted list of suspects. In the first full 2 months we had an increase of 80% in the number of fully qualified leads going to our sales personnel. We also doubled our typical referral rate in one month using the 'cross sell' tool. This has already resulted in an increase of new business which more than compensated for our annual subscription to Zint!

Nick - Business Owner