# DEBT CONSOLIDATION COMPANY

**Lead Reactivation Campaign &
Custom Sales Android**

## 319 LOST Leads Turned Into $49,000 of Sales

# OVERVIEW
About

James owns a Debt Consolidation company and every month, he spends over $15,000 USD per month with Facebook and Google, in exchange for new leads. His sales team is made up of 4 people, and this is more than he would like.

Whenever a new lead comes in the sales team attacks the lead aggressively with multiple phone calls and emails.

# CHALLENGE
The sales team is NOT able to connect with over 50% of the leads every month!

- The Sales Team Is Very Expensive
- 50% of the Leads are Lost Every Month Because They Don't Answer
- These Leads are Used to Dodging Calls From Debt Collectors
- When an Unfamiliar Number Dials Their Phone, They Don't Dare Answer
- No Other Attempt is Made to Follow Up On Lost Leads

## Custom Sales Android Development

We've developed Andrew, an advanced sales android equipped with comprehensive knowledge about the business and actual qualifying processes. Leveraging the latest AI technology and marketing automation strategies, Andrew engages customers mainly via SMS, and live chat on their website and social media platforms.

## Lead Reactivation Campaign

- SMS combined with AI received replies from over 37% of these Lost leads
- The Custom Sales Android created a predictable and scalable experience
- Created Sales Android variations designed to cover other specific tasks like client satisfaction & retention, 24/7 live support & enhanced customer service.

# RESULTS

- **319 Dead Leads Input Into Their New Sales Android**
- **120 Responded**
- **87 Qualified**
- **75 Booked Appointments for Got An Instant Call Back**
- **14 Closed Sales (valued at $49,000)**

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