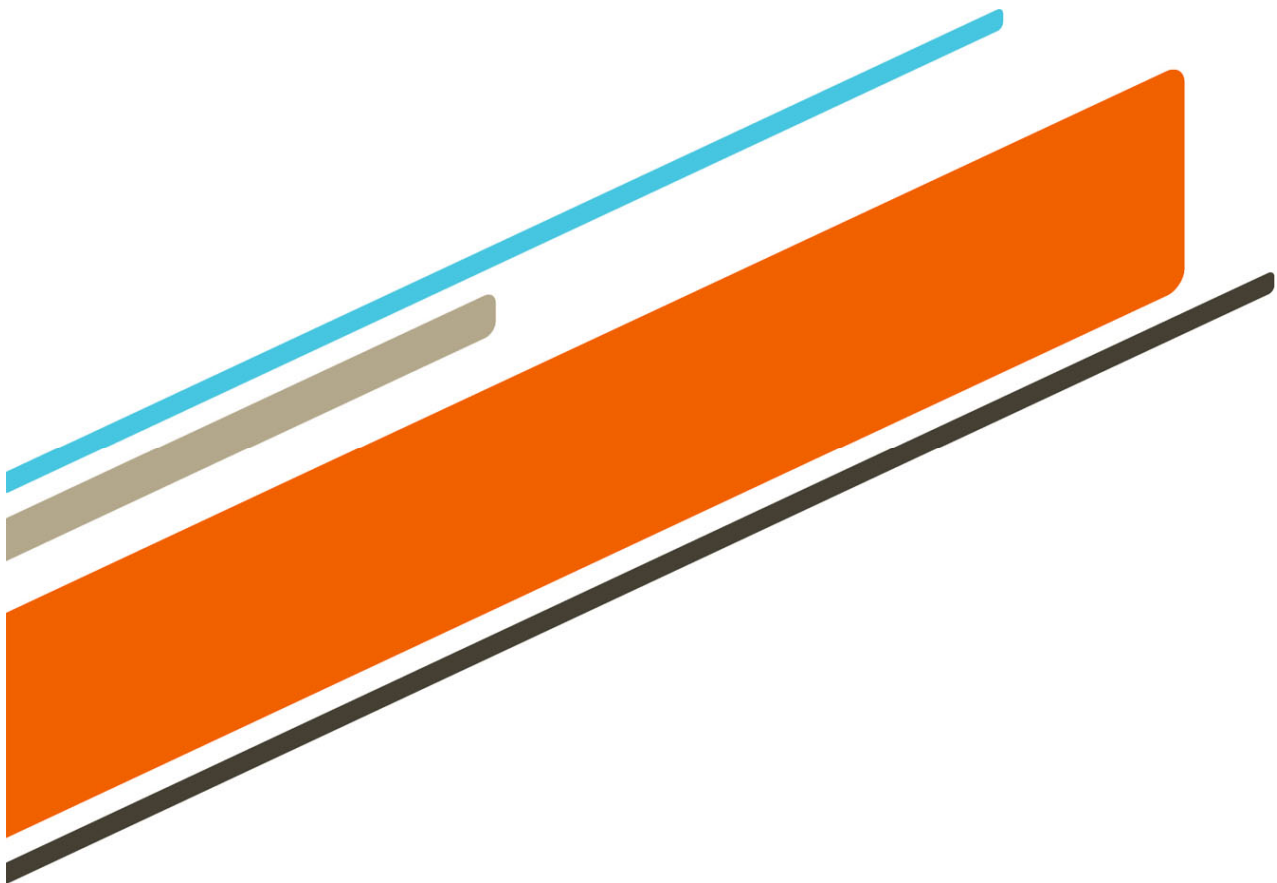


# TRAIN TO GAIN TELEMARKETING CAMPAIGN EVALUATION

2006/07

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## TRAIN TO GAIN TELEMARKETING 2006/07 EVALUATION


This Train to Gain (TtG) Telemarketing Evaluation assesses and evaluates the telemarketing activity conducted in 2007. This document introduces the campaign within the context of the Train to Gain Marketing and Communications Plan 2006/07 and the Direct Mail campaign.

### Objective

1. To increase awareness of TtG in East of England.
2. To increase the leads and appointments from the direct mail campaign.

### Background and Introduction

The Telemarketing activity was a part of the East of England Train to Gain Marketing and Communications Plan 2006/07. This activity supported a Direct Mail (DM) campaign which took place in March and April 2007, with 4 mailers of alternate postcards and incentive leaflets mailed to 15,000 employers in the region.

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A regional radio campaign also run alongside the DM and telemarketing activities for 4 weeks, from January to March. In addition to the radio activity, field marketing in the form of a four-day-long TtG roadshow, took place during w/c 23<sup>rd</sup> April in Bedfordshire & Luton, Hertfordshire, Norfolk and Suffolk, spending a day in each area. The roadshow, supported by advertorials, local media and PR, visited industrial estates and town centres.

### Telemarketing Campaign

The Telemarketing campaign was designed to fit in with the DM activity. The activity consisted of both inbound and outbound calls. The regional call centre received enquiries from the mailers and they also contacted the businesses who have received the mailers.

The activity followed the DM timescale and the scripts were amended to reflect the DM activity as outlined in the below table.

<b>Week</b>	<b>Date</b>	<b>Activity</b>
Wk 1	w/c 26th March	Mailer number 1 & 2 received - Follow up calls made to people asking 'did you receive the postcard and chocolate coin leaflet?'
Wk 2	w/c 2nd April (week includes Good Friday)	Mailer number 3 (2 <sup>nd</sup> orange postcard) received, general follow up calls
Wk 3	w/c 10th April (week includes Easter Monday)	General follow up calls - 'did you receive postcard and choc coin?'
Wk 4	w/c 16th April	General follow up calls
Wk 5	w/c 23rd April	Mailer number 4 (lolly leaflet) received - calls asking 'did you receive lolly?'
Wk 6	w/c 30th April	Calls re lolly mailer
Wk 7	w/c 8th May (week incl. Bank holiday Mon)	General follow up calls
Wk 8	w/c 14th May	General follow up calls
Wks 9 etc.	afterwards	General follow up calls

The DM activity was supported by follow up calls made by our regional call centre to those who have received the mailers. The aim was to increase the number of leads from the DM activity. Tangible Results, our regional call centre, undertook inbound and outbound telemarketing as the DM activity progressed.

In week 1, there was one call-centre staff to follow up 20 contacts from the DM campaign. This increased in week two to 40 contacts and so on until the weeks 4 to 8 when there were 4 call-centre staff and 320 contacts were followed up.

Please see the table below for the weekly breakdown of follow up calls:

<b>Week</b>	<b>Outbound Telemarketing - the number of contacts from the DM campaign followed up by Tangible Results.</b>
Wk 1	20 contacts
Wk 2	40 contacts
Wk 3	60 contacts
Wk 4	80 contacts
Wks 4-8	320 contacts
<b>Total:</b>	<b>520 contacts followed up</b>

### Target Audience

The DM was sent to 15,000 employers and was followed up by the Telemarketing campaign. The businesses were selected using the below criteria:

Sector (in order of priority, 1 - highest priority). The two lists are our two brokerage organisations, The Consultancy Home Counties and East of England Brokerage Consortium, and each deal with different sectors as listed.

TCHC Brokerage priority sectors:

- 1 Retail
- 2 Sports & Leisure
- 3 Manufacturing and Engineering
- 4 Automotive
- 5 Finance and Business Services
- 6 Health and social Care

EEBC Brokerage priority sectors:

- 1 Transport and Logistics
- 2 Hospitality and Tourism
- 3 Construction
- 4 Land Base
- 5 Creative and Culture
- 6 Public
- 7 Other

Size of business (records were divided as near to this as we could depending on how many businesses we had from each size bracket):

- 50% Medium (50 to 250 employees)
- 30% Small to medium (10 to 50)
- 10% Small (<10)
- 10% Large (> 250)

### The TtG Telemarketing Campaign Evaluation

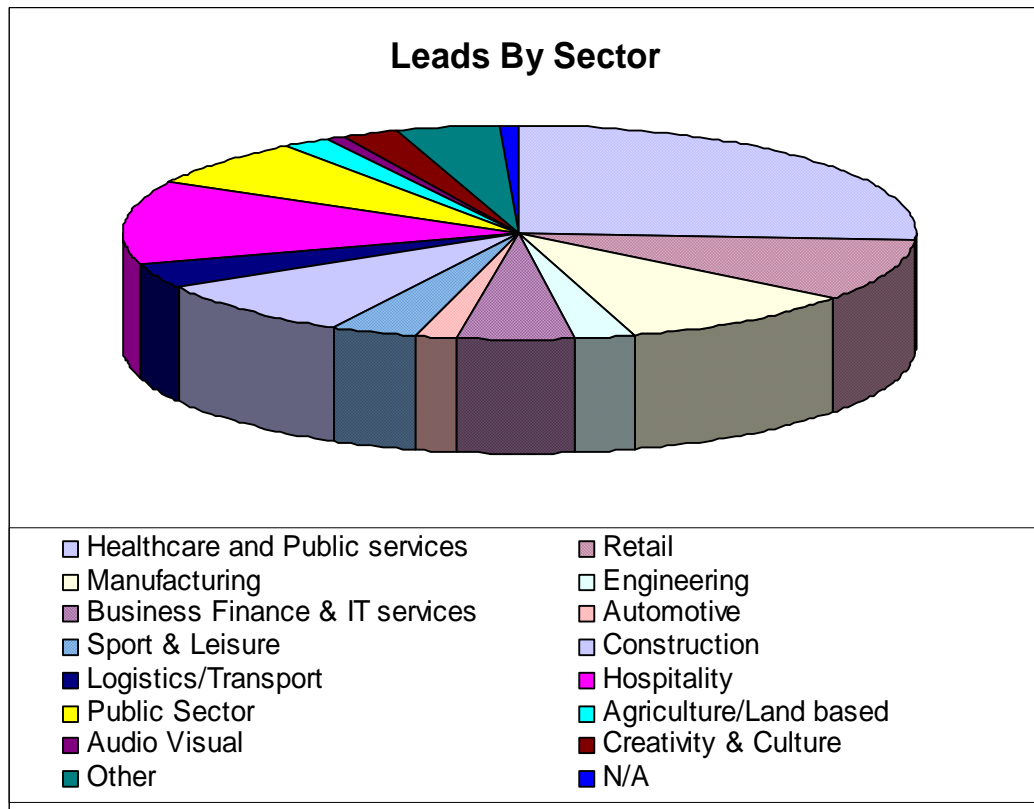
Between 25<sup>th</sup> March and 3<sup>rd</sup> August 2007, there were 1,297 inbound and outbound calls made. Of these, 424 leads were received as a result of the DM activity and 873 leads were generated by follow up calls. This suggests that the telemarketing activity generated 48.6% more leads than the DM campaign would have generated on its own. The below table shows a breakdown of leads by area:

Area	Number of Leads by area
Essex	332
Cambridgeshire	168
Beds and Luton	103
Suffolk	205
Norfolk	201
Hertfordshire	285

The breakdown of leads by sector is shown in the table and graph below. The majority of the leads were from Healthcare and Public services sector followed by Hospitality, Manufacturing, Retail and Construction.

Sector	Number of Leads by sector
Healthcare and Public services	338
Retail	121
Manufacturing	128
Engineering	31
Business Finance & IT services	63
Automotive	20
Sport & Leisure	47

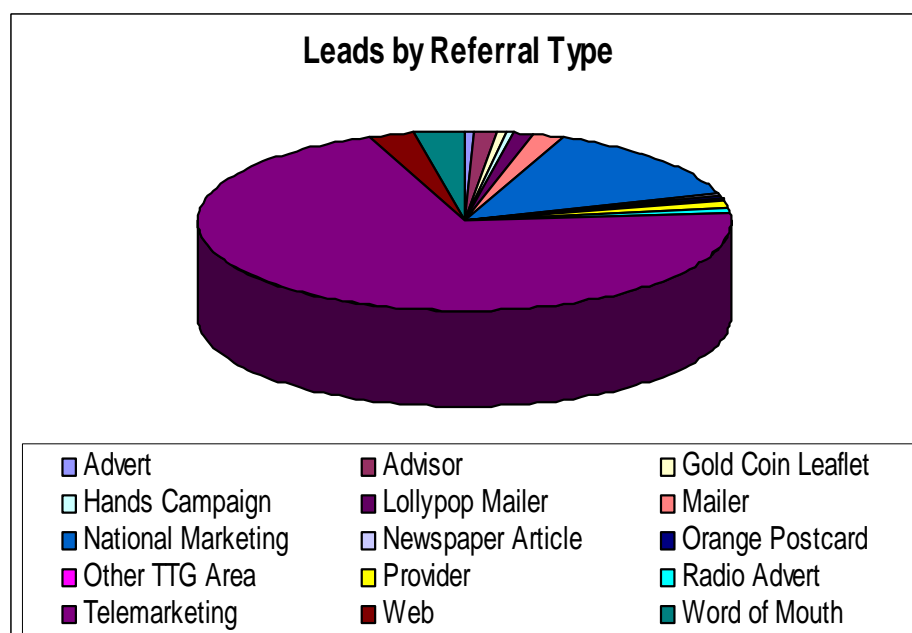
Sector cont.	Number of Leads by sector cont.
Construction	110
Logistics/Transport	50
Hospitality	163
Public Sector	92
Agriculture/Land based	27
Audio Visual	9
Creativity & Culture	29
Other	54
N/A	12




Graph: Leads by sector

The below table and graph show a breakdown of the leads by referral type. The majority of the leads were generated by the telemarketing activity (70%), followed by national marketing (13.8%), mailers (4.3%), word-of-mouth (3.1%) and website (2.7%). Therefore, 70% of all leads were generated by outbound telemarketing.

Referral Type	Number of Leads by referral type
Advert	9
Advisor	18
Gold Coin Leaflet	4
Hands Campaign	9
Lollypop Mailer	13
Mailer	26
National Marketing	179
Newspaper Article	4
Orange Postcard	13
Other TTG Area	4
Provider	18
Radio Advert	10
Telemarketing	916
Web	35
Word of Mouth	40



Graph: leads by referral type


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The leads generated by the DM and telemarketing campaigns were forwarded onto EEBC (511 leads) and TCHC (786 leads) brokerages. The brokerages followed up the leads and secured a number of appointments. EEBC reported 62% conversion rate and TCHC secured around 66% conversion of leads to appointments.

## Recommendations

These are recommendations, successes and lessons learnt from the TtG telemarketing activity which linked in with the DM campaign.

- The telemarketing campaign has increased TtG brand awareness and number of leads therefore meeting the campaign objectives.
- The above results indicate that the telemarketing activity was greatly successful. The activity, in conjunction with the DM campaign, has been successful in generating a high number of quality leads and appointments. It is therefore recommended that telemarketing is used to follow up future DMs campaigns.
- It is advised to review and update the current telemarketing scrip before the next activity takes place.

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**Paper creator**  
**Date created**

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10 August 2007