

Elsevier

Outbound B2B Telesales Case Study



the company

As the world's leading provider of science and health information, Elsevier serves more than 30 million scientists, students and health and information professionals worldwide. Publications include The Lancet and in many of the journals, Elsevier offers the opportunity for companies to include advertising that is relevant for the medical audience including products, services, jobs, training courses, and meetings.

the challenge

Prior to mid 2010, the classified advertising revenue, whilst being a significant stream, had been supported by a small department working almost exclusively by reacting to incoming enquiries by telephone and email. The challenge posed by Elsevier to Data Base Factory, was to take ownership of the selling activity and achieve significant and long term improvement in the revenue potential. Data Base Factory suggested a proactive contact program for existing and lapsed customers with the initiation of regular call patterns. In addition, they identified the need to increase market knowledge, new customer identification and customer profiling in order to

the results

- ✓ 105% of 1st 6 months target achieved.
- ✓ Demonstrated Growth in revenue performance in a market declining between 20-30% annually.

- ✓ One of the greatest successes to date originated from a cold call made by a DBF agent and was secured by conference calls involving the client, Account Manager and senior Elsevier personnel. This single sale has produced a recurring revenue stream and has significantly increased the profile and credibility of the electronic Elsevier job board.
- ✓ The proactive approach has improved the relationship that Elsevier has with their advertisers.
- ✓ The DBF team has increased by 150% since we started as a result of the results delivered.
- ✓ The Risk / Reward commercial model adopted has helped to drive improved sales results.
- ✓ DBF have been asked to provide similar support to several other divisions within Elsevier.
- ✓ Elsevier have invested heavily in the relationship and see DBF as an integral part of their sales team – e.g. DBF invited to Sales Meetings to review results.
- ✓ A genuine partnership approach, which has benefited all parties.

testimonial

“Database Factory has become an excellent business partner for Elsevier Health Sciences. At the core of their proposition are the right competencies to manage a tele-sales business and to deliver successful telemarketing campaigns. Each of their team members show a clear commitment every day to making our business a success, consistently delivering results but also bringing new ideas and suggestions to the table. The account management team combines knowledge, experience and a constant attentiveness to ensure that our business partnership builds on its strong fundamentals and continues on a clear growth trajectory.”

Alan Kalton, Pharma Director, Elsevier