

The logo for Thompson CAT, featuring the word "Thompson" in a bold, black, sans-serif font on a yellow rectangular background, followed by the word "CAT" in a bold, black, sans-serif font on a black rectangular background with a yellow triangle pointing upwards.

## CASE STUDY: Thompson Tractor

### About

Founded in 1957, [Thompson Tractor](#) is a construction equipment dealer located in Birmingham, AL that specializes in the sales and service of Caterpillar products, including earthmoving machines, construction and materials handling equipment, as well as diesel engines for electric power generation, on-highway and marine propulsion applications.

### Customer objectives

The client sought to expand their revenue base through a business-to-business lead generation campaign. Specifically, they wanted to generate qualified leads from *previous equipment dealer customers* who had not purchased equipment from them within the past three years.

### The challenge

Mainly due to the size limitations of their internal staff, the Client understood they would not be able to effectively carry out their ambitious lead generation goals without the help of an outsourced partner.

### The solution

Thompson turned to AnswerNet and we got right to work enlisting one of our highly skilled outbound call centers to oversee and manage the campaign. We began by calling their previous (*and now, prospective*) customers to inform them about Thompson's upcoming events and promotions. If a prospect expressed interest in attending an in-person activity over the phone, our agents scheduled their appointment and directed them to the nearest Thompson location.

We also asked them if they had an interest in attending a live equipment demonstration (*i.e. hydro lift truck, etc.*). As an extra incentive to attend, prospects received a complimentary gift card for their participation.

### The result

Due to the hard work, expertise and dedication of our agents, AnswerNet was able to help Thompson Tractor reach their goal of expanding their revenue base via B2B lead gen.

The Client was especially pleased with the consistency and professionalism of AnswerNet's outbound calling skills and believes this greatly helped them in their efforts to turn past patrons into returning customers!

*According to the Thompson Tractor, AnswerNet's professionalism and call consistency helped them turn past patrons into returning customers.*

The logo for AnswerNet Agriculture, featuring a stylized lowercase "a" in a green, rounded font, followed by the word "answerNet" in a black, sans-serif font, and the word "AGRICULTURE" in a smaller, green, all-caps, sans-serif font below it.

Call Center Solutions for the  
Agriculture Industry