



## CASE STUDY: Appointments, Events & Awareness: 3 Successful Campaigns in 1

### Customer objectives

In April of 2018, [Appointment Setting Pros](#) began working with [MOBOTIX](#) on their objective to launch aggressive outbound campaigns to their partners and sales representatives. The company enlisted our agents to assist them with these projects that included event registration, appointment scheduling and an awareness campaign to inform MOBOTIX partners about new information and company changes.

### About MOBOTIX

MOBOTIX is regarded as a pioneer in high-resolution, network camera technology. The company's "decentralized concept" method of manufacturing is how they are able to make their products cost effective and easier to scale for consumers. Their full line of indoor and outdoor surveillance cameras and equipment is used not only for traditional security purposes, but also for innovative solutions to real world challenges in manufacturing, government, retail, healthcare and other areas.

### The challenges

As MOBOTIX's business continued to grow, they soon realized they did not have the time or resources in place to effectively implement these outbound initiatives.

### The solution

We quickly understood what MOBOTIX needed to successfully execute these outbound campaigns on their behalf. Working with their specifications, we custom-tailored the projects to include the staffing of our skilled outbound phone agents, weekly campaign status calls with their team, and the sharing of all new data and customer comments.

### The results

Appointment Setting Pros exceeded all of projected goals we put in place for the MOBOTIX campaigns.

For the event project, we generated **eight registrations** and **80 phone appointments**. For the partner awareness program, we were able to **inform 100%** of their partners about the new information and changes MOBOTIX wanted to convey to them.

In the end, our work on the MOBOTIX campaign generated **93 appointments** – **exceeding their expectations by 400%**.

*"I am pleased overall with the investment we made with Appointment Setting Pros. Based on their efforts, we've had numerous appointments.*

*Additionally, I now have a better understanding of some of the reasons our customers were not doing more business with us. We were able to learn these things through the survey questions that were built into the initial campaign."*

**MOBOTIX Executive**



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