



**AUTO MECHANIC VIDEO
PLATFORM CAMPAIGN - 1st Month**
Outbound Call Appointment Setting Campaign |
CASE STUDY

652 | **1500**
Targeted Contacts | Call Activities (Dials) Made

60 | **40**
All Opportunities | Appointments Generated

6.13% | **2.67%**
Appt Setting Rate | Appt Setting Rate on Dials
on Leads

Company Profile

Our SaaS client in the auto industry has a product and platform relevant and timely for service departments at dealerships and auto repair shops. Utilizing a platform to create transparency with car owners, our clients software gives technicians the ability to video record inspections that are sent to customers to increase the speed of approval times and to increase revenue through transparency.

The Challenge

Timing. Our client is in a rapidly growing industry where service departments are adopting the platform to use in their service departments. So not only are there any competitors taking advantage of those willing to adopt, but there are also more and more service departments currently onboarding or utilizing this type of platform. Competitive displacement is difficult because many are in early stages of adoption with new vendors.

Scope-of-Work

Superhuman Prospecting (SHP) was contracted for 12 months to create and execute a lead generation and appointment setting strategy at a prime time in the marketplace. Due to the confidence in their product and in SHP's ability to execute and scale, our client chose us as a partner to help accelerate the sales development pipeline for their account executives to demo appointments SHP sets and close new business.

Month 1 Results

Campaign Performance Summary			
CALL PERFORMANCE SCORECARD			
Basic Metrics	Result	Response Metrics	Result
Total Names	652	Response % of Contacts	28.53%
Total Calls	1500	% Not Interested	19.21%
Responses (NI + I)	186	% Not Reachable	16.92%
Contacts Updated	1	% Of Contacts Updated	0.15%
Appointment Metrics		Calls/Appointment Set	37.50
		% Appointments on Dials	2.67%
		% Appointments on Names	6.13%
CALL DISPOSITION LOG			
Sales Stage Key	Sales Stage Name	Rank the Lead	Overall
	DM Not Interested		126
	No DM Response		359
	Not Reachable		111
	DM Interested	Warm Lead	7
	DM Interested	Appointment Set	40
	Neutral Response - Wants more info		13
TOTAL LEADS (Warm, Appt, Neutral)			60