



## UBER CAMPAIGN - 1st Month

Outbound Call Appointment Setting Campaign | CASE STUDY

**501** | **2115**  
Targeted Contacts | Call Activities (Dials) Made

**56** | **49**  
All Opportunities | Appointments Generated

**9.78%** | **2.32%**  
Appt Setting Rate | Appt Setting Rate on Dials on Leads

### Company Profile

**Uber.** Who doesn't know them? Yes, this is the real, ride sharing app company. While Uber is known for their leading ride share app, they also have other business units venturing into the marketplace. This project with Uber was supporting one of their divisions that provide a SaaS platform servicing restaurants across the country.

### The Challenge

**The Unknown.** Uber was looking to go-to-market with a new SaaS product to a target they were already familiar with - the restaurant industry. While having a name like Uber is helpful, confusion among products can easily arise if messaging and clarity aren't injected into conversations early. In addition, the product launch would had zero data on the efficacy of cold call appointment setting as a viable channel for growth.

### Scope-of-Work

Superhuman Prospecting (SHP) was contracted for a pilot project to create, execute, and test a lead generation and appointment setting strategy via cold calling in a sample restaurant marketplace. SHP's team developed and crafted a custom script leveraging Uber's accolades and tech capabilities that often have giant impacts on people and businesses. If successful, SHP would help open up the service in other marketplaces across the country.

### Month 1 Results

Campaign Performance Summary			
<b>CALL PERFORMANCE SCORECARD</b>			
Basic Metrics	Result	Response Metrics	Result
Total Names	501	Response % of Contacts	18.76%
Total Calls	2000	% Not Interested	7.58%
Responses (NI + I)	94	% Not Reachable	13.17%
Contacts Updated	7	% Of Contacts Updated	1.40%
<b>Appointment Metrics</b>		Calls/Appointment Set	40.82
		% Appointments on Dials	2.45%
		% Appointments on Names	9.78%
<b>CALL DISPOSITION LOG</b>			
Sales Stage Key	Sales Stage Name	Rank the Lead	Overall
	DM Not Interested		38
	No DM Response		341
	Not Reachable		66
	DM Interested	Warm Lead	2
	DM Interested	Appointment Set	49
	Neutral Response - Wants more info		5
<b>TOTAL LEADS (Warm, Appt, Neutral)</b>			<b>56</b>