

SUCCESS STORY

Leading Credit Card Company Debuts New Payroll Card to Great Success

INDUSTRY
Finance

LOCATION
North America



Challenge

For the rollout of their new payroll card, our client needed a partner who could fully communicate the benefits of this new offering by leveraging sales agents and technology to ensure they entered the payroll card market strong and ready to grow.

Solution

Humach utilized a team of experienced sales agents to highlight the payroll card's potential to save companies money and improve money management skills for their employees. We also provided campaign management services to their business development outreach program.

Impact

Working in concert with Humach, our client started on a high note, entering the payroll card market and immediately scaling the required human resources to hit revenue targets and market penetration rates for their new financial product.

Opportunity Meets Strategy

After the client provided Humach with a list of target companies and contact information for decision makers, Humach agents began an outreach campaign to generate interest among identified parties, asking if they would like to receive further communication from a sales representative.

Outbound calls involved a significant amount of research, with agents identifying key personnel in each organization in advance in order to directly get in touch with decision makers interested in Incentive and Payroll card products or services. From there, agents vigilantly maintained the target list provided by the client, ensuring it remained up to date at all times.

Humach supplemented the sales team with campaign management services. Provided to the client's business development outreach program, these services focused on the areas of customer target segmentation and vertical specialization.

Correcting Course, Finding Success

Unfortunately, the contact information provided at the beginning of the campaign was incomplete and would not have led to less-than-stellar results. After a quick reassessment, we altered our strategy to begin with a cold call, where agents would deliberately seek out decision-makers and avoid any gatekeepers along the way. This new strategy was so successful the client has since implemented additional campaigns for the payroll card.

Over the course of the outreach campaign, we determined the interest in incentive cards was not particularly strong. However, many companies were interested in learning more about payroll cards, so outreach efforts realigned to better promote payroll cards. Ultimately, we achieved contact rate of 3.1 contacts per hour with a 6.26% conversion rate.



3.1 contacts per hour



6.26% conversion rate



What Our Agents Did

- Conducted extensive research into target companies
- Placed outbound sales calls to provide information regarding new products and opportunities
- Updated and maintained contact list provided by client
- Provided training to other agents engaged in the program

Humach is a purpose-driven customer experience solutions provider that empowers companies to continuously improve the customer experience. Humach combines the strength of both humans and machines to simplify, streamline, and maximize the effort of both your customers and your teams.

