

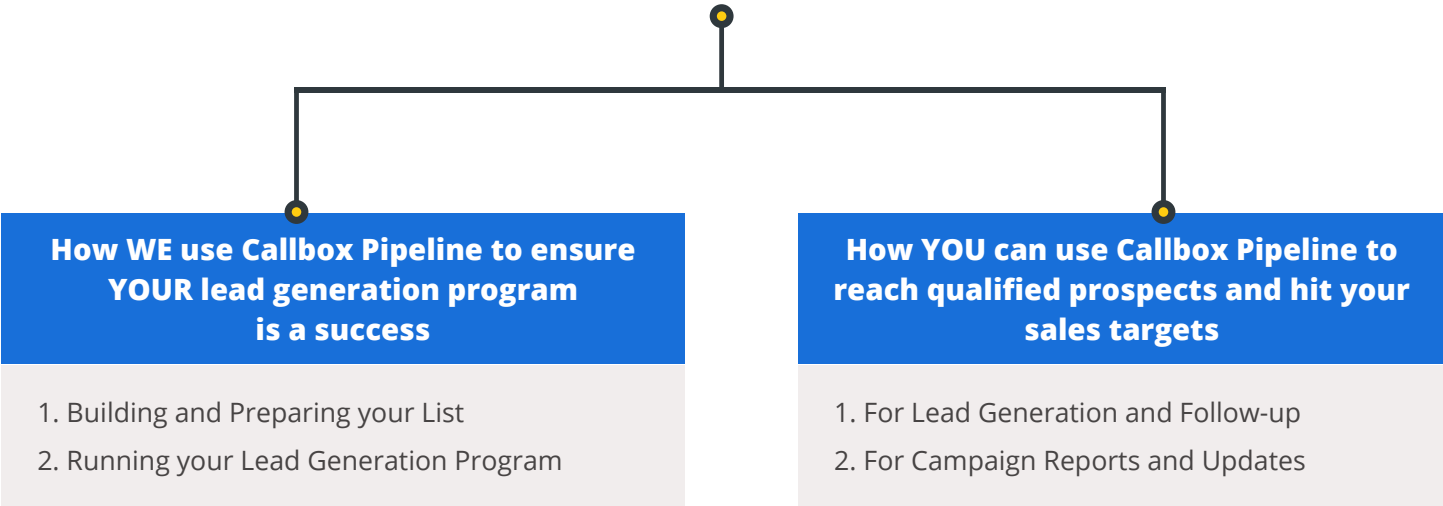


[WATCH DEMO ▶](#)

**Callbox Pipeline is our complete lead management platform that powers your outsourced lead generation program through its multi-channel marketing capabilities.**

When you sign up for any of our lead management services, you automatically enjoy the benefits of our proprietary CRM software designed to answer the needs of an outsourced sales and marketing campaign. With Callbox Pipeline's real-time data and ease of access, it is as if your Callbox team was working right inside your own office.

**Callbox Pipeline works 2 ways - for your Callbox team and for you:**



**CALL**  
 USA +1 888.810.7464  
 UK +44 207.442.5066  
 AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122  
 SINGAPORE +65 3159.1112  
 MALAYSIA +60 3.9212.5776  
 HONG KONG +852 3.6786708

**EMAIL**  
 info@callboxinc.com  
 sales@callboxinc.com



# How WE use Callbox Pipeline to ensure YOUR lead generation program is a success

## 1. Building and Preparing Your List

### **BUILD: DataMiner**

Using the DataMiner Tool, we build your list from our database of over 50 million decision makers, filtered by location, type of business, business size, etc.

### **CLEAN: List Architect**

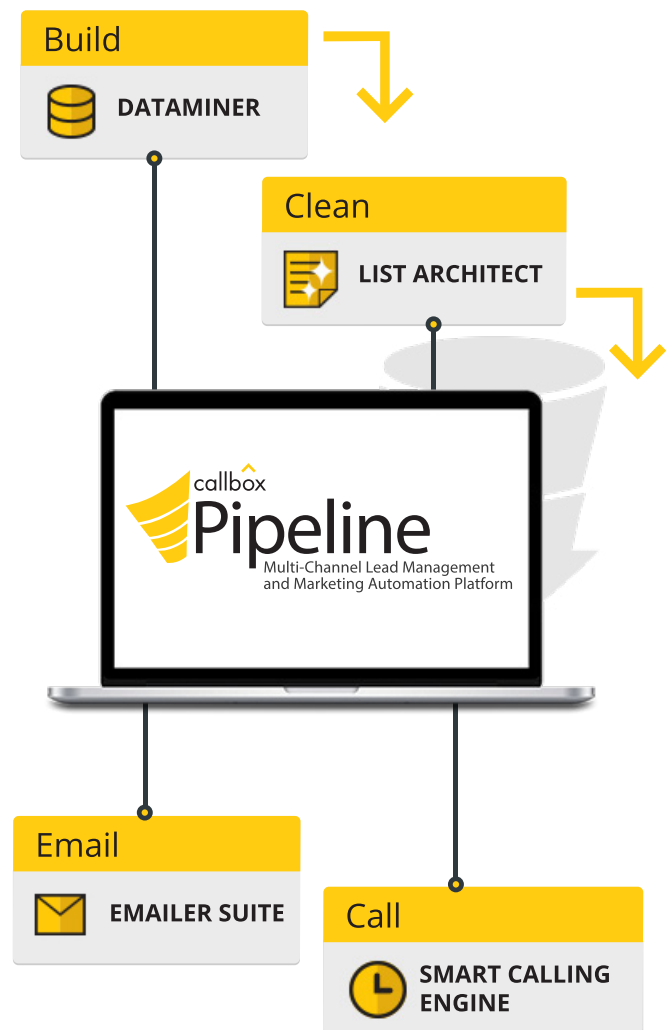
Our List Architect dedupes data, scrubs off invalid emails and verifies each record, giving you a clean list ready for launching.

### **CALL: SMART Calling Engine**

With your list clean and ready, it is loaded onto the SMART Calling Engine where your Callbox Team calls those decision makers and turns them into your qualified leads.

### **EMAIL: Emailer Suite**

Your list may also be uploaded to the Emailer Suite, a versatile tool that takes charge of sending those all-important initial and follow-up emails to your prospects in volume.



#### CALL

USA +1 888.810.7464  
UK +44 207.442.5066  
AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122  
SINGAPORE +65 3159.1112  
MALAYSIA +60 3.9212.5776  
HONG KONG +852 3.6786708

#### EMAIL

info@callboxinc.com  
sales@callboxinc.com

## 2. Running your Lead Generation Program

### EMAIL: Lead Nurture Tool

We use the powerful Lead Nurture Tool to launch your multi-channel, multi-step campaign to nurture your leads over a period of time, until they are ready to become customers. [SEE HOW THE LEAD NURTURE TOOL WORKS](#)

### VOICE: SMART Calling

SMART Calling is designed to get your Callbox Team to call your prospects at times when engagement and conversion rates are most optimal, leading to a higher percentage of success. [GET THE INSIDE LOOK ON SMART CALLING](#)

### SOCIAL: Business Connections

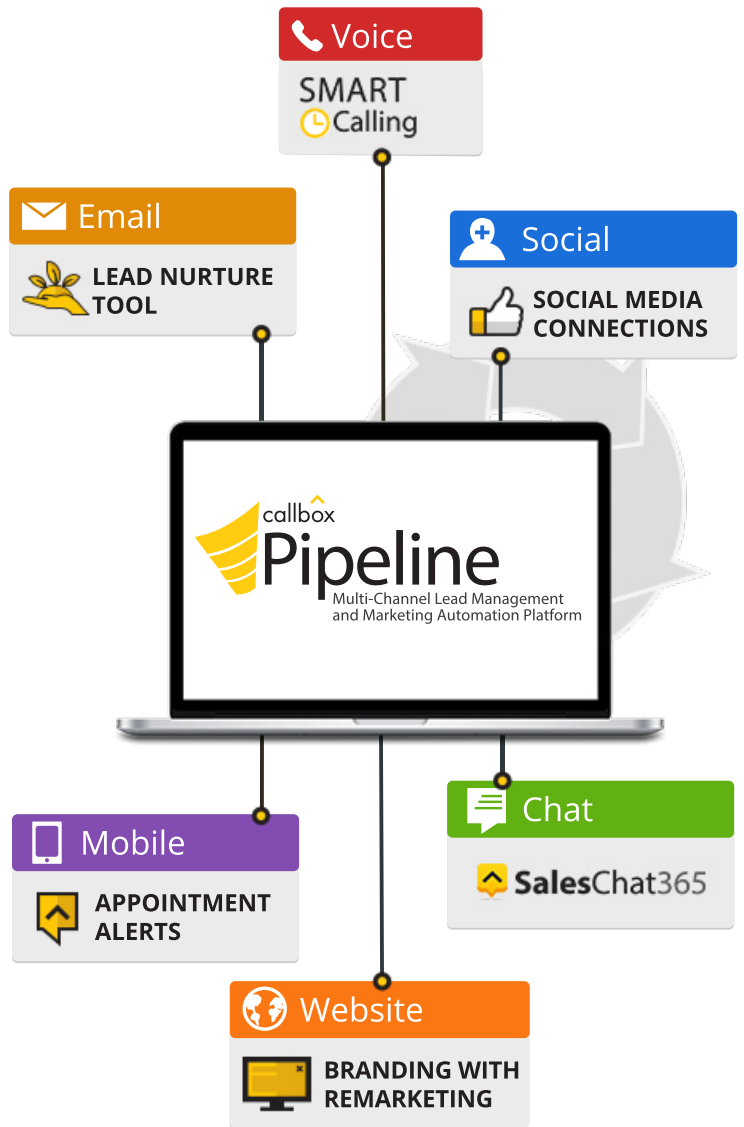
Callbox Pipeline's social media feature allows your Callbox team to systematically scour the web for prospects whose profiles match those that are in your list and connect with them.

### CHAT: SalesChat 365

Callbox's 24/7 live chat service for your business allows us to take sales-related inquiries, qualify them for you and even book them for appointments. We work even on your days off and holidays. [THIS IS HOW WE MAKE SALESCHAT 365 WORK](#)

### WEBSITE: Branding with Remarketing

Through Google Adwords, we reinforce your branding by displaying text and banner ads to your target prospects, identifying those who click on your ads and nurturing them into leads. [FEED YOUR CURIOSITY - READ ABOUT REMARKETING HERE](#)



### MOBILE: Appointment Alerts

Callbox Pipeline's SMS capabilities guarantee that neither you nor your prospect forgets about your scheduled appointment as you receive text alerts and reminders.

#### CALL

USA +1 888.810.7464  
UK +44 207.442.5066  
AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122  
SINGAPORE +65 3159.1112  
MALAYSIA +60 3.9212.5776  
HONG KONG +852 3.6786708

#### EMAIL

info@callboxinc.com  
sales@callboxinc.com

# How YOU can use Callbox Pipeline to reach your sales targets

## 1. For Lead Generation and Follow-up

### Contact Info and History

View, store and update contact information and past communications with each lead

### Lead Scoring

Contact leads based on their Lead Scores determined by how they fit in with your business and the interest they show in your offering

### Real-time Notifications

Receive timely alerts so you can respond promptly to actions taken by your prospects

### Appointment Scheduling App

Invite your prospects to schedule an appointment with you by clicking a link to your calendar

### Event Calendar

Block-out dates and times to indicate to your Callbox team your availability for appointments

### Appointment Dossier

Access all relevant information pertaining to an appointment via a print-ready format



#### CALL

USA +1 888.810.7464  
 UK +44 207.442.5066  
 AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122  
 SINGAPORE +65 3159.1112  
 MALAYSIA +60 3.9212.5776  
 HONG KONG +852 3.6786708

#### EMAIL

info@callboxinc.com  
 sales@callboxinc.com

## 2. For Campaign Reports and Updates

### Activity Status Reports

View daily, weekly and/or monthly reports on calling, social and remarketing activities

### List Editor

Edit and sort your call lists by location and last call result to further improve your campaign

### Detailed Lead Nurture Reports

Track the progress of a nurturing scheme by checking its activity log or email marketing metrics

### Live Touchpoints

View calls by your Callbox team, email opens and replies, and website visits as they happen

### Export Feature

Download your custom reports in CSV format

### Mobile Streams

Access updates on recent calls, appointments, tasks and notifications across mobile browsers

### Campaign Weekly Updates

Get weekly updates on the status of leads and campaign recommendations via email



#### CALL

USA +1 888.810.7464  
 UK +44 207.442.5066  
 AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122  
 SINGAPORE +65 3159.1112  
 MALAYSIA +60 3.9212.5776  
 HONG KONG +852 3.6786708

#### EMAIL

info@callboxinc.com  
 sales@callboxinc.com

**Callbox** brings you one step closer to your next closed sale. That's because we don't just look for leads—we find customers for you.

Contact us today and let's explore ways Callbox can get you more deals.

**CONTACT US**

**CALL**

USA ..... +1 888.810.7464  
UK ..... +44 207.442.5066  
Australia ..... +61 2 9037 2248  
New Zealand ..... +64 9.9143122  
Singapore ..... +65 3159.1112  
Malaysia ..... +60 3.9212.5776  
Hong Kong ..... +852 3.6786708

**EMAIL**

info@callboxinc.com  
sales@callboxinc.com

**VISIT**

www.callboxinc.com