



callbox

# Callbox Telephone Survey “Primes the Pump” for Market Expansion

## The Client

The Client is the world’s largest pump manufacturer with an annual production of more than 16 million units. It has more than 18,000 employees and 80 authorized distributors in 55 countries. Its product line includes all types of pumps for industrial water supply and commercial applications including circulator pumps for heating and air conditioning and submersible pumps.

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## The Objectives

Recognizing the need to move closer to its customers in the AsiaPacific region, the Client decided to conduct a telephone survey to get a broad and detailed view of market conditions. The Client’s objectives were:

1. To determine their market position relative to competitors
2. To identify market drivers, restraints, trends, and growth potential
3. To establish or improve its market presence and positioning

## The Objectives

The Client needed at least 1500 respondents to complete a survey in 25 business days – a task too big for its in-house calling team to handle in such a tight timeframe. After learning about Callbox’s extensive experience in running time-pressured campaigns, the Client decided to supplement their efforts by outsourcing the survey.



## The Callbox Solution

They began with a pilot survey of 50 respondents to test Callbox's capability. Satisfied with the results, they had Callbox conduct larger surveys in Australia and New Zealand. The Client required Callbox to use the Confirmat CATI (Computer Assisted Telephone Interviewing) system for this survey. Since Callbox was experienced with CATI systems, the team was able to go live with the calls after just two days of training.

Target contacts were asked about their opinion of the Client's product to deduce its position in the market. Customers of the Client's direct competitors were also asked about their perception of their own suppliers' market position and solutions provided.

## The Results

Callbox completed the 25-day campaign to the Client's satisfaction with 1,625 surveys completed, well exceeding the target. This led the Client to expand the survey contracts with Callbox across Asia, Oceania, and Europe.

Early in the campaign, Callbox used the Client's business list. However, Callbox quickly determined that the respondents needed to be targeted more precisely in order to maximize the limited campaign time. So Callbox offered its own strategic target lists sorted by multivariable relevance to achieve an immediately higher contact rate. Callbox also improved the survey questions to generate responses directly relevant to the Client's objectives.

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