



# Acquire New Customers

**A CASE STUDY ON MINIMIZING COST OF ACQUISITION**

# Greetings from Fusion BPO!

Ever wondered how to acquire new customers while **keeping the cost low**? Ever wondered how to **improve conversions** with your offline sales channel? Are you a marketplace wondering how to **generate quality leads** for your tradesmen/professional service providers listing in your market place? Or are you simply looking to provide better customer satisfaction to both your users in your marketplace?

Read more about how we provided a solution to one of our client's!



## Key Points

1

Connects homeowners with pre-screened, local service professionals to complete home improvement.

2

The service is a free resource for homeowners, and a paid network for service professionals.

3

It is part of a media and internet company that has a billion hits in a month within their network.



## Some interesting problems to solve

- Less eager clients to pay a price for leads.
- How to charge a competitive price by establishing a process and at the same time maintained a low cost of generating leads?



## Fusion's Solution

Right location shoring which allowed our client to:



Leverage cost arbitrage without compromising on the quality of leads generated with high conversion for the end client.



Scalable solution which can ramp up or down based on demand.



Improved CSAT metrics & establishing an overall efficient operation by using Fusion BPO exclusive technologies.

# Scope of Services

Outbound Sales and Outbound Customer Services – 5 days a week except major US holidays.





## Benefits


- Total flexibility with the team size to scale up and down based upon demand.
- Reduce the total cost of ownership.
- Provide a competitive pricing to their end customer thereby establishing a good business model.

If you would like to discuss any specific requirement or if you have any questions, please click the link and kindly share your details/requirement/questions.

We would be very happy to arrange a meeting / call -

**+1 (866) 581-0038.**

**Is your customer service center  
facing any similar challenges?**

 +1 (866) 581-0038

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