

KOHLER HOSPITALITY GROUP

Outbound Lead Qualification



CONTACT CENTER

“Everything we do at Kohler is first-class. So when we partnered with MAI to identify a wider range of prospects for corporate off season bookings, we expected a first-class experience as well – and that’s exactly what we got. MAI worked diligently to identify a database that met our criteria and then mined it to unearth exactly the type of prospects we were looking for.”

Scott Silvestri - Director



SCENARIO:

Kohler Hospitality engaged with MAI to develop an outbound program to generate qualified leads for off season (November through April) corporate bookings at the American Club Resort Hotel. Part of the initial process involved identifying appropriate databases to fit Kohler’s criteria: companies with \$50mm+ annual revenues located within Illinois, Wisconsin and Michigan.

APPROACH:

MAI researched the various list options that were available to meet Kohler’s specific criteria and ultimately procured a database of approximately 7,000 potential prospects. Working with Kohler, MAI developed the outbound scripting that would be used to:

- Identify decision makers
- Update contact information (i.e., email, phone, name, etc.)
- Qualify / score each prospect

MAI’s team was successful in generating 256 pre-qualified leads which were transferred to Kohler’s internal sales team for follow up. Of those leads, slightly more than 18% were deemed to be “A” and “B” leads and resulted in either proposals being submitted and/or promises of future business.

BENEFITS SUMMARY:

- MAI provided a cost-effective means of identifying and pre-qualifying prospects for the Kohler Hospitality internal sales team.
- Utilizing an expanded database and MAI’s outbound expertise, Kohler was able to create awareness and interest in the American Club Resort Hotel as a winter meeting venue among a new group of prospects.