



# Doing the gritty work, & doing it at scale

An ODO Sourcing Case Study

## Ready When You Are

A few days after Christmas, while most of us were still spending time with family and friends, we received an urgent call from a potential client.

“You know that sourcing project we had slated for Q2?” he said. “Surprise! We need to start next week!”

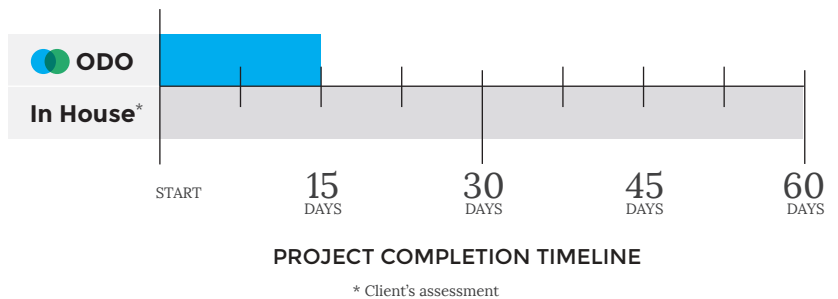
The client had discovered us through our personal assistant app, Fancy Hands, and loved it so much they inquired about our enterprise services. They were in the early stages of launching a new marketplace product, connecting transportation carriers (think big trucks) with the construction and property management companies who need those trucks and services



## The Client's Challenge & Why Past Attempts Failed

The big bottleneck was sourcing the carriers. The client needed to call and qualify thousands of carriers for their marketplace, and their timeline was tight (4 weeks) and the scale large (nearly 8,000 prospects). They couldn't use their sales team, as it was busy selling the company's core product, nor did they have the time or desire to hire employees or temps for something that was not their core competency.

Similar initiatives in the past always ended half completed at best. Either there was burnout with only one or two employees making all the calls, or managers changed priorities due to slow progress.



## THE ODO SOLUTION

### Implementation & Optimization

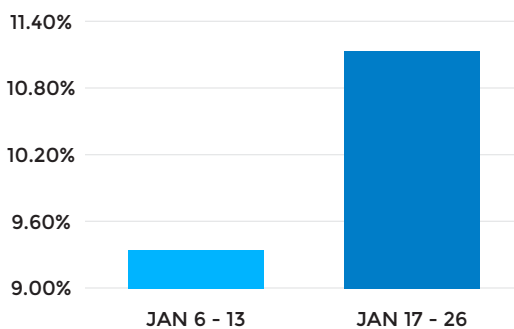
Enter ODO, with our established network of thousands of workers across the country and proprietary task management system, we were able to offer the client a custom solution that would deliver the results they needed by the end of the month.



We were able to get started even faster because of our pay-per-results model, which de-risked the project for the client, knowing they were only going to pay for qualified carriers. In just a few days of collaborating on the call script, data format, and logistical details, we began the initial rollout on January 6th, 2017.

As the data started to come in, ODO made real time optimizations to the call script, call timing, and which workers had permissions to make calls. Furthermore, we were able to collect feedback and highlight key insights via the task management system to help workers improve their own performance.

### The result was a 19% increase in our conversion rate for qualifying prospects!



QUALIFIED CARRIER CONVERSION RATE

### The Results

In just fifteen days, we had made nearly 8,000 phone calls (around 500 per day), and were able to efficiently qualify 10.75% of the 2,568 prospects who answered our calls.

The client was thrilled! So much so that they immediately asked us to make hundreds of follow up calls and send qualified carriers an RFP for joining their new marketplace. In addition, we're working with them on another project to help them manage their partner database, creating a consistent process to contact, update and communicate new opportunities to thousands of their partners.



*To be honest, these massive calling campaigns that require good phone conversation skills are the type of work people hate to do, and that people hate managing other people to do. And you guys are really good at it.*

– CEO, Client

### Is ODO right for you?

We work with companies ranging from early stage start-ups to enterprises with revenue of \$100M-\$200M. That includes agricultural biotech startups, private equity backed logistics companies, and a whole lot in between.

### Contact Us

What results do you want yesterday? Let us know. We'll create a scalable, pay-for-results solution.

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