

CASE STUDY



B-ON



Sector:

Automotive Technology



Services:

Lead Qualification, Telemarketing,
Pipeline Management, Appointment
Setting

Activity Outputs:

- ✓ Established a market-ready pipeline
- ✓ Growth in new international markets
- ✓ Increased close rate and ROI

B-ON is an exciting automotive-tech company that helps electrify last-mile vehicle fleets. B-ON provides everything needed to go electric – quality vehicles, financing, insurance, maintenance, charging, telematics and more – with services managed through one ecosystem and contact.



Having gained impressive traction with their zero emissions message, in 2022, B-ON decided on significant changes at the brand level. The first step was a fresh name, brand identity and website to accurately reflect B-ON's position as the global force in commercial fleet electrification.

But, as Director of Marketing, Strategy & Brand Thomas Rice-Jones knew, a fitting new brand was only part of the journey. To keep driving momentum and realise market share ambitions, he and his team needed to accelerate demand and leads for B-ON's EV innovation.

"The result was a slick digital marketing campaign centred on a survey", explains Thomas. "A prospect answers ten questions, and we share a custom breakdown of everything required to electrify their fleet".

"The challenge", adds Thomas, "was qualifying every lead within three business days and in the prospect's native language. As a lean organisation with a vast global footprint and highly-involved product, it was obvious that we'd need the support of outsourced multilingual telemarketers to help us prioritise hot leads and close deals". It is this need that led B-ON to Bollin Green.

"When shortlisting lead qualification service providers, Bollin Green were instantly a strong contender due to their automotive sector experience and multilingual, native-speaking capabilities."



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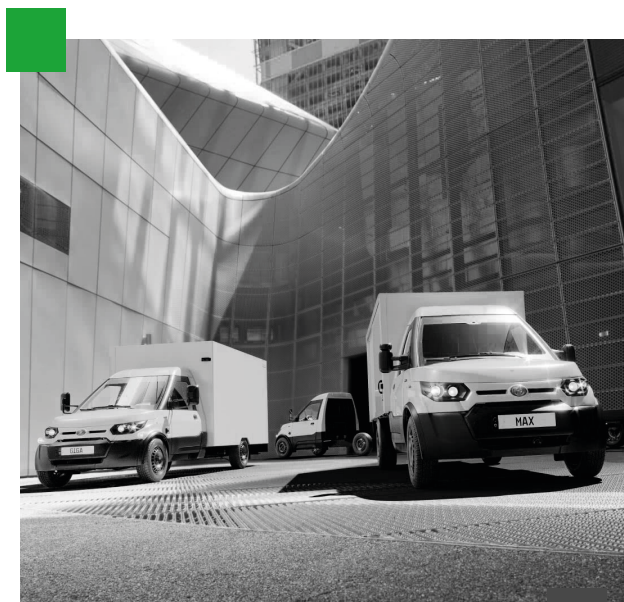
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“Following an introductory call and proposal, I felt that Bollin Green were an excellent fit in other ways, too. Experience, skillset, values and their ability to effortlessly become an extension of our team in particular”.

Thomas adds that “for B-ON’s lead generation model, the latter is critical because an outsourced representative is a prospective client’s first personal contact with us. The rest, as they say, is history”.



Today, B-ON and Bollin Green are running a tight lead generation operation, where sales teams only ever receive marketing qualified leads.

Leads submitted via the online survey receive a timely response, in their native language, by an informed individual. A Bollin Green representative then scopes a prospect’s requirements and confirms that the B-ON solution is right.

“Not only do we have a guaranteed pipeline of qualified leads, but our global sales representatives – who are field-based – work much more efficiently. Now, they only ever speak to warm prospects who are fully bought into the B-ON proposition”, explains Thomas. “As you can imagine, our close rate and marketing ROI has benefited significantly”.

In the meantime, B-ON’s mission to electrify last-mile transportation continues at full throttle. As their global presence and impact shift up, Bollin Green’s multilingual telemarketing representatives will keep providing their specialist support as a critical extension of B-ON’s team.

“Bollin Green do a fantastic job qualifying our leads and nurturing international prospects. But they add value in many other ways, too.”

“They’re an extremely personable team. You can always count on a fast, helpful response. In addition, our weekly video calls are fundamental to reviewing campaign success and ensuring our lead quality and qualification process continues to exceed expectations.”

