

# LYSOL CASE STUDY

Prepared by



Live Reps Call Center

## PROJECT TITLE

Outbound Campaign for Lysol.

## DESCRIPTION

The client has developed a new curriculum designed for Elementary Schools to combat the influenza virus that, on average, causes children to miss 60 million school days each year. The client is committed to preventing the spread of germs, which starts with teaching best hygiene practices and healthy habits.

## OBJECTIVE

The client was looking for an innovative process that could introduce the Healthy Habits curriculum to Elementary schools across the country reaching Elementary School Principals to secure their participation in incorporating the curriculum into daily lesson plans. The client determined that telemarketing and email marketing provided the best value.

## CHALLENGE

The number of school holidays within those months would limit the days reps could call to reach principals. Many schools are preoccupied with preparing for the holidays, as quarter and semesters are ending, and teachers are busy with exams and final grades.

## SOLUTION

As a direct result of the campaign, the Client experienced an unexpectedly high number of school registrations. Approximately 44000 calls were made to Elementary Schools. The calling campaign generated a total of 1190 successful registrations, more than 400% higher than the anticipated number of registrants. The Client was very satisfied with the results and a new campaign designed for Pediatricians and New Moms starts this month.

