



## Corporate Case Studies



## COMPANY PROFILE

**Mojarra** is a privately owned company providing residential and commercial sustainability services and products throughout Australia. This includes the provision of assessment and consulting services, education programs and the installation, service and monitoring of energy, water and waste efficiency products.

Formed in 2003 by Director Cameron Gardiner, Mojarra are recognised as leaders in the sustainability field. The company has offices based in Victoria, Western Australia, New South Wales and Queensland.

## PROJECT OBJECTIVES

The Green Loans program was an Australian Government initiative, rolled out nationally on 1 July 2009 to promote and assist energy efficiency initiatives in Australian homes by providing free home sustainability assessments. The assessments were voluntary and provided householders with valuable information and advice on the actions they could take around their home to save energy and water.

As a registered provider to the Federal Government's Home Sustainability Assessment Scheme, Mojarra required assistance with appointment setting for their large team of accredited assessors operating around Australia.

## PROCESS

### ➤ Script Development

In order to engage and inform Australian residents of the benefits associated with booking a home sustainability assessment, Sales Pipeline developed a refined approach to making outbound cold calls. All telemarketers received comprehensive training to ensure they were equipped to answer a range of questions directed by the public.

### ➤ CRM Management

Sales Pipeline utilised Mojarra's preferred CRM system to track the availability of over 20 assessors, working throughout 4 states in Australia.

To avoid double booking appointments, Sales Pipeline updated each assessor's availability diary as each appointment was booked. This level of accountability also ensured an even spread of appointments for each assessor working on the project.

### ➤ Appointment Setting

Telemarketers contacted an average of 30 households per hour to introduce the Home Sustainability Program and organise a 60 minute appointment time for a Mojarra assessor to visit the premises. All relevant information: name, address, secondary contact numbers and email address, was verified prior to booking each appointment.

Due to government restrictions, eligibility for the program was established at the point of call for each booked assessment. Residents eager to participate were provided with full contact details for their assigned assessor and directed to secondary sources of information to verify the legitimacy of the program.

Monthly audits of all booked appointments were conducted by Sales Pipeline, to ensure that all clients received the best possible service during the time of booking their appointment.



## RESULTS

Mojarra enjoyed a consistent stream of booked appointments from the commencement of the program, through to its expiration in late February 2011 (2 year project life). Sales Pipeline booked an average of 25 appointments per day, culminating in a total of 100-150 appointments booked each week (**over 4,000 appointments in total**) - making Mojarra's involvement in the program extremely successful.

Due to the implementation of a thorough training package, Sales Pipeline was quickly able to ramp the volume of weekly booked appointments, to cater for an increased number of assessors bought on by Mojarra. Despite a period of negative press surrounding the Government Program, telemarketers were able to sustain daily targets – testament to their ability to quell public concerns and effectively promote the program.

## TESTIMONIAL

*"Sales Pipeline has assisted, and continues to assist our company by integrating their business development approach with our business growth goals and objectives. The long term partnership our companies have formed has allowed us to lean on Sales Pipeline for assistance with several different projects by functioning as an outsourced business development unit for our business. Taking an invested interest in understanding all aspects of our business they allowed themselves to gain a comprehensive grasp of all facets of what we do which in turn has led to continued reliable and successful results."*

**Cameron Gardiner - Mojarra, Managing Director**