



## Case Study: Hack-Up Bespoke

# Re-engaging Lapsed Customers

### Overview

With decades of experience in caring for horses and dogs, Hack Up Bespoke offer handmade, 100% natural, individually created supplements for horses and dogs. Co-Founder Jayne Gingell was keen to build a relationship with a business development team that could enhance her sales and develop their customer base. Jayne needed telemarketing to reignite relationships with customers and enhance their customer journey.

### Our Solution

After meeting with Jayne, it was apparent that Your Telemarketing Ltd was a perfect match for the project. Working closely with Jayne's team, a united strategy was needed to provide a complete solution. It was agreed that our team would use our own system, The Hub, using Jayne's data but also refer to Hack Up Bespoke's own system. This way, our team are able to have a full picture and understanding of the customer experience so far. It is unusual for Your Telemarketing to undertake a consumer campaign, however, this is a perfect example of how client engagement is the key to developing customer relations to ensure that they continue to order.

### Results

We are achieving an average of 70 dials per telemarketing day, booking 4 appointments, with a high conversion ratio. This project continues to be a huge success and goes from strength to strength due to the fantastic relationship that is building between the two businesses.



### Key Benefits

- Experienced sales team
- Adaptable activity
- Re-engage with clients
- Focus on your core activity
- We maintain your brand
- Have a larger team
- Increase your client base
- Flexible to meet your needs
- Honest feedback
- Resilient



The teams have integrated so quickly and effectively that we were able to get the two systems running simultaneously. Gaining statistical data from Your Telemarketing systems has enabled us to become more strategic in our approach. The structure and positioning of the company coupled with customer centric care has enabled the skilled nutritionist team to focus their time in the right places.

Jayne Gingell, MD  
Hack-Up Bespoke