

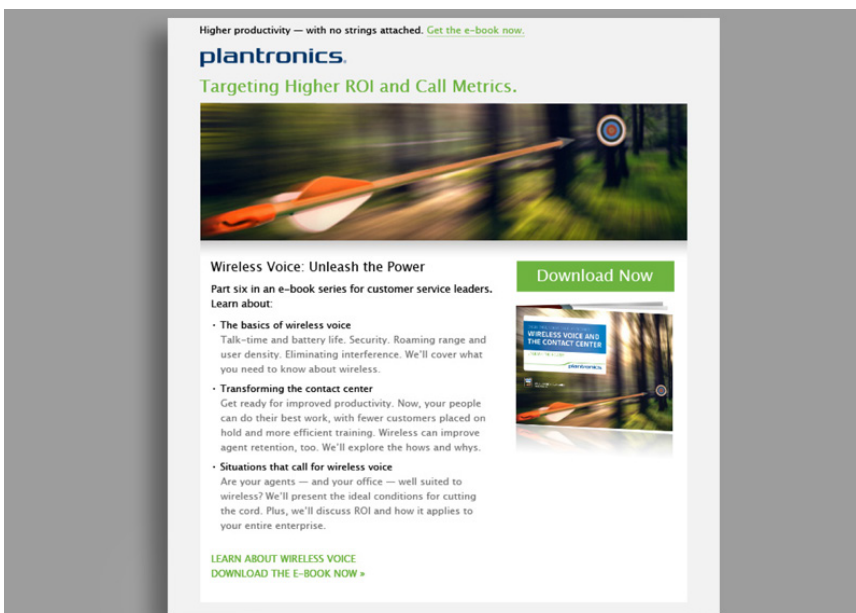
CASE STUDY / PLANTRONICS: THOUGHT LEADERSHIP CAMPAIGN

# OIC RINGS UP A 33% CONVERSION RATE FOR PLANTRONICS CONTACT CENTER CAMPAIGN

Customer engagement through thought leadership brings lead-generation success for Plantronics.



Contact Center Landing Page and E-books



Contact Center Email

## SITUATION

Plantronics is the undisputed market leader for headsets in contact centers, supplying customer service representatives with these devices in 100 percent of Fortune 100 companies.

## AUDIENCE

Enterprise and SMB operations decision makers.

## CHALLENGE

On a spectrum with its competitors, Plantronics occupies a premium position, providing excellent noise cancellation, comfort, and integrated technology. Globalization has pushed many contact centers offshore, and these operations are price sensitive. Simultaneously, commodification of componentry has made Plantronics price vulnerable to off-brand, low-quality competitors. The challenge to OIC was to drive lead generation in a mature market.

## STRATEGIC APPROACH

We saw an opportunity: The contact center was undergoing paradigm shifts in manner of management, with increased trends in home working, wireless mobility, and wideband audio. Plantronics could position itself as a trusted advisor and reinforce its position as the authoritative choice for contact center performance.

## SOLUTION

We created, designed, and developed a series of downloadable e-books as the centerpiece of an ongoing customer contact strategy. In six installments, this customer engagement campaign was delivered by nurture emails, webinars, and event presence on a monthly basis. In a readable, evocative style, the e-books surveyed opportunities and gave pragmatic, actionable advice on how to best implement change in the contact center.

## RESULT

In the lead-generation campaign that followed, emails achieved an open rate of 10.7 percent and CTR of .98 percent — both unprecedented performance numbers for Plantronics. Click-to-open rate was also impressive at 9.18 percent. Overall conversion rate was 33 percent, while visit-to-conversion rate reached 47.5 percent.

You can explore more here:

<http://www.plantronics.com/us/cmpn/cc-future/>