



## Market Research

### Case Study

### Description & tasks

B2B outbound calling via native-speaking professionals who perfectly understand the local language & business culture, which results in increased conversion rates & higher productivity for completed surveys.

Native mystery shopping for a premium tire marketing surveyor means calling retail shops which sell the tire products of a major OEM. The aim is to find out resale prices, the reseller's knowledge about the product, buyer feedback, competition pricing, etc



#### Segment

B2B



#### Database

1000



#### Services

Native  
Mystery Shopping



#### Headcount

61 agents



#### Languages

DE, BS, BE, BG, CH,  
CZ, DK, ES, FI, FR, EN, EL,  
HR, HUN, IT, NL, NO, PL,  
PT, RO, SR, SV, SL, SK, TR

### Achievements

**25% increase** in sales

Our team managed a large international team of home-working professionals who conducted outbound calls with the highest quality. Our flexible, scalable at-home solution helped ensure success.

 [sales@unitedcallcenters.hu](mailto:sales@unitedcallcenters.hu)

 + 36 1 999 9615

 +44 (20) 80890904



United Call Centers

 [www.unitedcallcenters.eu](http://www.unitedcallcenters.eu)