

## Response Management Case Studies

### Case Study 1

*Client: A global consultancy management firm*

**Objectives:**

Contact all potential guests invited to an event and confirm their attendance, mobile numbers and when they will arrive

**Action:**

The response management was conducted by Obis 360 who worked in conjunction with the client.

**Result:**

We were given a spreadsheet at 9.30am with 40 contacts on and asked to respond by the end of the day. Two hours later the calls were completed, the spreadsheet updated and on its way back to the client

### Case Study 2

*Client: A global technology company*

**Objectives:**

Needed 150 European Business Partner's to attend their Partner Summit event. A list of contacts was supplied to Obis 360 and these were then called to confirm or decline acceptance.

**Action:**

The response management was conducted by Obis 360 who worked in conjunction with the client.

**Result:**

When we received the list the client only had 40 confirmed bookings. After two days of working on the database we had 165 confirmed bookings and there was 100% attendance rate