



CannabisBPO

Outsourcing Solutions for Cannabis Companies

CASE STUDY: CannabisBPO Penetrates the Independent Pharmacy Market for CBD Products



A company offering a family of topical pain and skincare medications was looking to expand into the independent pharmacy market with a variety of CBD products. The client contracted with CannabisBPO for assistance in getting independent pharmacies to sample their products and to increase product sales.

In addition to a professionally delivered call detail, CannabisBPO also managed all mail and sample fulfillment for the client. The telesales program provided personalized pharmacy mailings, including letter, email and fax follow up and sample fulfillment. The program increased product awareness, target interest, sample outreach, and product sales for the client.



- CBD product samples sent to qualified target pharmacies at a conversion rate of 45%.
- Exceeded client target sales conversion of 3% by 6%, with a program to date sales conversion of 9.1%.
- CannabisBPO TeleSales Representatives reached 50 - 75% more targets per day than a field rep.

CannabisBPO contacted over 18,000 independent pharmacies, offering samples and gaining interest of 8,192 targets, within a 4-month period. The telesales based program directly drove a positive impact to the client's market share for a variety of their brands and yielded a 45% conversion rate. Within a 4-month span, CannabisBPO generated Over \$55K in total sales, not only increasing revenue, but also adding over \$550K in lifetime value of new pharmacy clients.

About CannabisBPO

CannabisBPO is the cannabis industry's leading inbound and outbound contact center and BPO solutions provider, born out of three decades in the pharmaceutical and call center quality assurance sector. Through the utilization of custom communication solutions, we can help you accomplish your business goals faster.

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www.CannabisBPO.com

We know Contact Centers. We know Cannabis.