

SALES OUTSOURCING » TECHNOLOGY / SAAS

From Fragmented Prospecting to 310+ Qualified Appointments Per Month.

How Amalga built a 12-agent bilingual SDR team across five markets, doubled enterprise conversion, and cut cost per qualified specialist by 45% for a global fleet management SaaS company.

THE CHALLENGE

No Centralized SDR Function. Closers Prospecting Instead Of Closing.

Enterprise conversion sat at 0.9% and regional closers were spending nearly half their day prospecting instead of closing deals. With no centralized SDR function across five markets, the operation had no systematic way to qualify leads before they reached the sales team.

The previous offshore vendor generated volume, not quality, every prospect received the same script regardless of fleet size, use case, or contract value. The pipeline was busy, not growing.

THE SOLUTION

A 12-Agent Bilingual SDR Team Across Two Market Pods

- Deployed specialized SDR teams using tailored outreach playbooks based on market region and account size.
- Built a data-driven scoring framework to prioritize and vet high-value leads before handing them to closers.
- Integrated fully into the client's sales stack from day one, continuously optimizing conversion to reach 310+ monthly appointments.

THE RESULTS



As featured in Tech Bullion

“AI amplifies productivity only when people can act on insights instantly. That's where nearshore BPO changes the game - you get the efficiency of outsourcing with the agility and collaboration of a local team.”

- Jens Erik Gould, Founder & CEO

[Read the full article →](#)

AT A GLANCE

INDUSTRY

Technology / SaaS

MARKETS

U.S., Mexico, UK, NZ, Australia

SERVICES

Sales Outsourcing, SDR / Outbound Prospecting, Appointment Setting

TEAM

12-Agents

CHANNELS

Phone, Chat, Email

LANGUAGES

Bilingual (EN/ES)

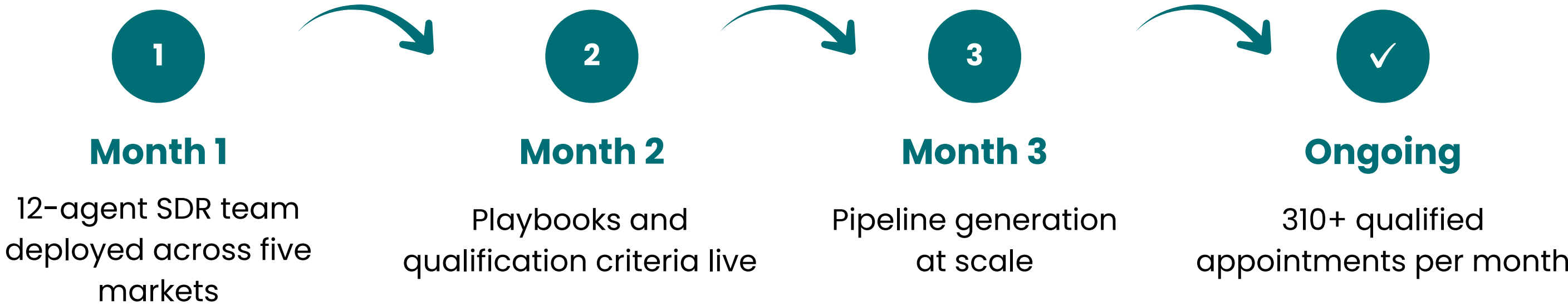
SERVICE MODEL

Managed Services • BPO

KEY TAKEAWAYS

- ✓ 310+ qualified appointments delivered every month
- ✓ Enterprise conversion more than doubled: 0.9% to 2.2%
- ✓ Cost per qualified specialist cut 45% vs. U.S. SDR baseline
- ✓ Closers freed from prospecting to focus on closing
- ✓ Generic offshore scripts replaced with tier-specific playbooks
- ✓ Full CRM visibility from first touch to booked meeting

RESULTS TIMELINE



Ready to See Results Like These?

We'll Audit Your Pipeline for Free

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