

# The Power of Partnership

Welcome to **the coalesce group**.



**Brought to you by**

Harry Booz, CEO & Founder

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• [www.thecoalescgroup.co.uk](http://www.thecoalescgroup.co.uk)

Bringing together a collection of brands to help your business grow.

With a combined 40 years' experience in B2B & B2C Telemarketing and Lead Generation, Business Process Outsourcing, Recruitment and HR support.

homeleadgen

 The B2B Telemarketing Company

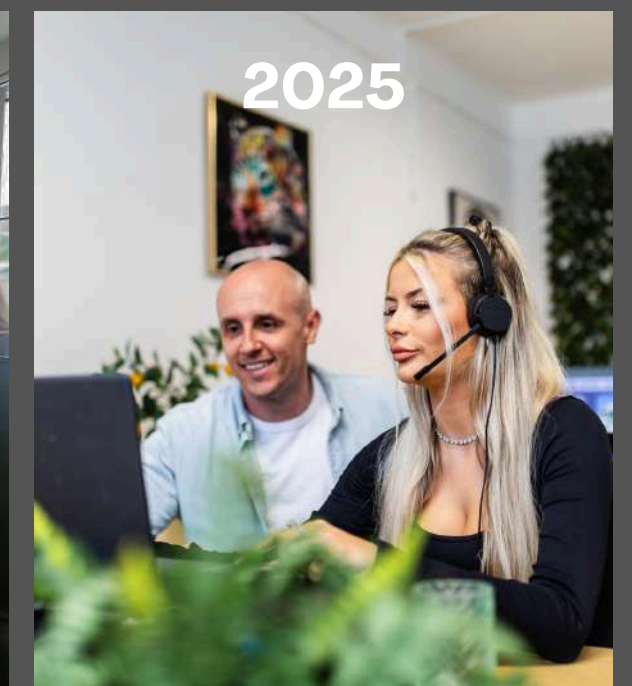
ONERATERECRUIT

 OUTSOURCD

# Our Story

Founded in 2015 through our original brand, Home Lead Gen, The Coalesce Group partners with businesses across the UK and internationally to deliver outsourced support in **lead generation, appointment setting, data cleansing, and 360° sales**, backed by over **10 years of experience** across more than **20 sectors**.

Our model is simple, we provide all the benefits of an in-house team *without* the operational challenges, removing the burden of day-to-day management, recruitment, and rising PAYE costs, while offering flexible, scalable solutions that align seamlessly with your business plans and budgets.



# Our Directors

Harry Booz

CEO & Founder



Darren Bishop

Operations Director



Simon Noach

Non-Executive Director



# Our Leadership Team

**Charlie Rank**

Key Account Manager

**Aimee Thorogood**

Head Of Relations

**Jody Roberts**

Head Of Compliance



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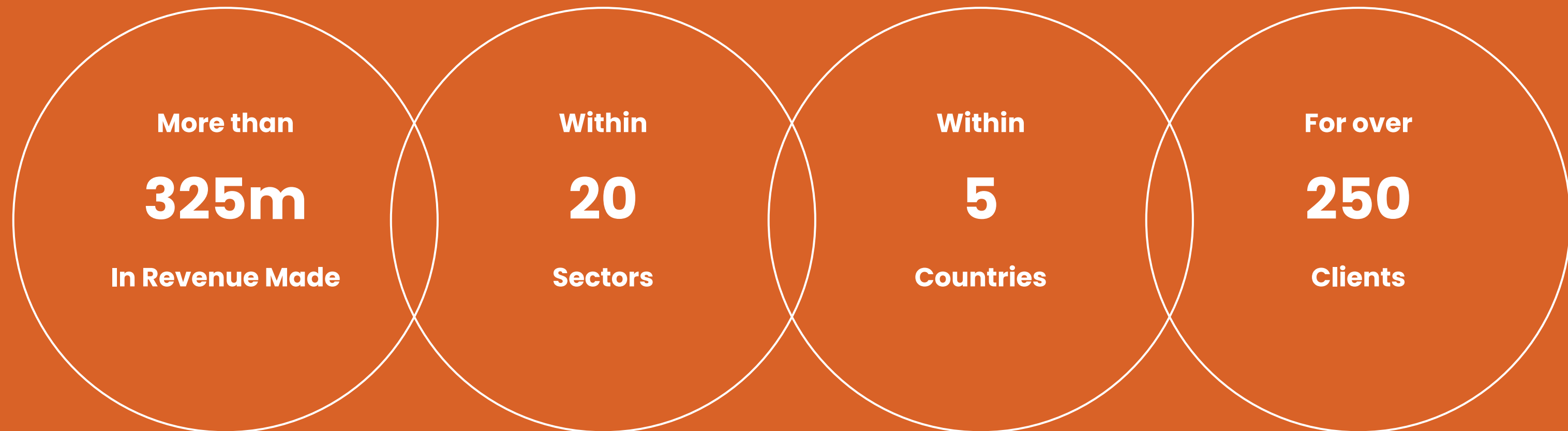
[www.homeleadgen.com](http://www.homeleadgen.com)

## B2C Lead Generation

Home Lead Gen has worked with over **250+ clients** across **10 different sectors**, providing an outsourced B2C lead generation service.

We are **based in Exeter & Manchester**, all of our activity is carried out from our office, and we do not use any overseas call centres.

Our team craft bespoke campaigns that deliver high-quality leads and support long-term, sustainable growth.



# Our Key Services

homeleadgen



## B2C Lead Generation

We connect your business with consumers who are genuinely interested in what you offer, tailoring campaigns to your goals. Every lead is qualified by experienced UK-based callers using accurate data and a clear understanding of buying behaviour. You receive real, compliant opportunities backed by full call recordings for complete transparency.

## Hotkey Transfers

We transfer qualified prospects to your sales team in real time while their interest is highest. Our process ensures each customer has opted in and feels confident before being passed through, with every call recorded for transparency. This instant connection boosts rapport and maximises conversion rates, with full CRM and API integration available.

## 360 Selling

Our 360 Selling service manages the entire sales process from first contact to final conversion. We handle pitching, objection management, follow-ups and even payments or applications where required. Acting as an extension of your team, we deliver a seamless, professional experience that drives results without the cost of an in-house sales function.

# Customer Testimonials

homeleadgen

bettermove®

We have seen a **6 x ROI** since engaging with HLG and their marketing services.

**Nick Statman**  
**Better Move**





# The B2B Telemarketing Company

[www.b2btelemarketingco.co.uk](http://www.b2btelemarketingco.co.uk)

# B2B Lead Generation

Choosing the right partner for your outbound strategy is crucial.

We combine **sector expertise**, **transparency** and **genuine human interaction** to create campaigns that convert without the fluff or offshore shortcuts.

- ✓ **100% UK-based, experienced callers**
- ✓ **No overseas call centres.**
- ✓ **Transparency through CRM integration, call recordings and weekly reporting.**
- ✓ **Proven results in over 20 sectors.**
- ✓ **Flexible, scalable campaign options.**
- ✓ **Data-driven targeting for higher conversion rates.**

# Our Key Services

 **The B2B Telemarketing Company**

## Appointment Setting

We manage the front-end of your sales process, securing qualified appointments with decision-makers so your team can focus on converting opportunities. From booking meetings and online demos to reviving dormant leads, our campaigns are tailored to your goals with clear, transparent reporting. With experienced UK-based telemarketers, we deliver targeted, real-time engagement that cuts through digital noise.

## Data Enrichment

We enhance and update your existing database with accurate, relevant information to improve targeting, engagement, and campaign performance. By verifying and adding details such as job titles, company size, and industry insights, we ensure your outreach is compliant, relevant, and professional. This protects your brand reputation, avoids wasted effort, and maximises ROI.

## Membership Telemarketing

Our membership telemarketing service helps organisations build stronger relationships with their members while supporting sustainable growth and retention. This service is particularly effective for organisations looking to improve renewal rates, grow their membership base or re-engage members who may have become inactive.

# Customer Testimonials

 The B2B Telemarketing Company



We engaged with The B2B Telemarketing Company to help generate qualified meetings for our internal team. Our focus is on commercial solar, and Liam and his team have been excellent to work with. They are always proactive, energetic, and on the front foot.

In just the first few weeks, their team generated over 60 SQLs, resulting in four booked meetings so far, one of which has already been sat and quoted. We also value the fact that we can reach them even out of hours, and they are always responsive and ready to answer any questions.

A refreshing and highly effective approach to lead generation

**Dean Holloway**  
*Company Director*





OUTSOURCD

[www.outsourced.uk](http://www.outsourced.uk)

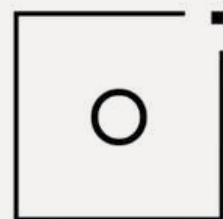


# Business Process Outsourcing (BPO)

Outsourcd was created to meet the growing demand for **flexible, reliable**, and UK-based Business Process Outsourcing (BPO) backed by the proven success of our sister company, **Home Lead Gen**, part of **The Coalesce Group**.

- ✓ **Boost efficiency**  
Let us handle your admin so your team can focus on growth.
- ✓ **Cut Costs**  
Avoid hiring overheads with our scalable, on-demand service.
- ✓ **Expert Support**  
Skilled UK-based professionals across multiple sectors.
- ✓ **Seamless Integration**  
We work directly within your systems and processes.
- ✓ **Consistent Quality**  
Reliable service delivery with measurable results.
- ✓ **Customer Satisfaction**  
Faster response times and better **client experiences**.

# Our Key Services



OUTSOURCD

## Customer Service

We deliver outsourced customer service that enhances your customer journey across every touchpoint. Our team provides accurate, timely support via voice, email, and live chat, acting as an extension of your brand to resolve issues and boost satisfaction. Flexible and scalable, we adapt to your needs, from full-time cover to overflow during peak times.

## Payments & Collections

Our payments and collections service improves cash flow while protecting customer relationships. We handle financial communications with professionalism and empathy, encouraging prompt payment through clear, respectful conversations. From overdue invoice recovery to payment plan arrangements, we manage the process while you stay in control through detailed reporting.

## Customer Surveys

We specialise in a range of research techniques, including focus groups, one-on-one interviews, and detailed competitor analysis. Our expert team designs and implements bespoke research plans tailored to your specific needs, ensuring you receive valuable, relevant data. Whether you're exploring new markets or refining existing strategies, our services offer the flexibility of ongoing research or a one-off study.

# Customer Testimonials



We needed to generate a bespoke database for an internal project, but the cost of doing this in-house wasn't justifiable.

Our team required a prospecting list that we were unable to source through conventional means, which meant manually compiling data from various platforms.

Outsourced had an overseas solution which has proved to be a far more cost-effective alternative, and we were delighted with the results they delivered

**Liam Mullholland**  
**Sales Manager, Altium Legal**



ONERATERECRUIT

[www.oneraterecruit.co.uk](http://www.oneraterecruit.co.uk)

## Flat-Fee Recruitment, **Maximum Value**

One Rate Recruit was created to make hiring simple, transparent, and cost-effective. In a market where recruitment costs are soaring, we offer a flat-fee approach that delivers exceptional candidates without the hefty price tag.

Our focus is on quality, culture fit, and a recruitment process that works for your business.

- ✓ **Transparent Pricing**  
One clear flat fee - no percentages, no surprises.
- ✓ **Cost Savings**  
Cut recruitment spend without cutting corners.
- ✓ **Quality Candidates**  
Thorough screening to ensure the right fit for your business.
- ✓ **Tailored Service**  
Recruitment solutions aligned with your culture and needs.
- ✓ **Efficient Process**  
Streamlined hiring to save you time and resources.
- ✓ **Trusted Partnership**  
A personable, reliable team invested in your success.

# Our Key Services

ONERATERECRUIT



## Fixed Price Recruitment

We make hiring simple, transparent and cost-effective. Our flat fee model means no percentage-based charges and no hidden costs. You pay one clear price based on your candidate's basic salary. This allows you to plan your budget with confidence while accessing high-quality, tailored recruitment that fits your business culture and needs.

## AI Recruiter

Harness the power of AI to speed up and streamline your hiring process. Our AI-driven tools quickly identify, screen and shortlist top candidates, freeing you from time-consuming admin and helping you make faster and more informed hiring decisions. Combined with our human expertise, this technology ensures you get the right people quicker without compromising on quality.

# Customer Testimonials

ONERATERECRUIT



I recently used One Rate Recruit to help us place some internal roles, and having worked with The Coalesce Group for nearly six years, it was a no-brainer to partner with them again.

Aimee was fantastic throughout the process, and the fixed-fee model made outsourcing our recruitment far more manageable.

We've found it increasingly difficult to justify working with traditional agencies charging high percentage-based fees, so this approach was both cost-effective and efficient.

Since using One Rate Recruit, we've successfully placed four people into IPG, ranging from junior positions to senior roles.

**Daniel Rodgers**  
Chief Revenue Officer, iPlace Global



# Why Partner With Us?



# Built for Results

- ✓ Trusted by brands across the UK and internationally
- ✓ Over 40 years of experience
- ✓ Fully UK based within Exeter and Manchester
- ✓ Real human conversations – no generic call-centre output
- ✓ Agile set-up: launch in as little as 7-14 days
- ✓ Dedicated account support and reporting transparency

# What's Included?

Once your campaign is ready to launch, we provide the tools, structure and visibility you need to hit the ground running. Everything is designed to make onboarding seamless, ensure consistency in delivery, and give you full insight into performance.



What to expect when you start any campaign with us:



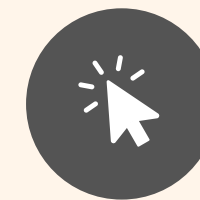
## **Onboarding call**

Define qualification criteria and goals



## **Agent Bible**

Custom script and objection handling brief



## **Lead Portal Access**

Real-time visibility of results

# Thank you for considering **the coalesce group.**

We're excited about the opportunity to partner with you & watch your business **grow**.

**Get in touch to start your journey**

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