Case Study – B2B for IT services company.

Novaserra assisted Client by developing cost-effective and precise marketing process to support the Client's business development project.

Client Profile and Background:
Client is a leading consultant in the IT domain providing the following services:
- Systems Integration
- Network Design
- Software Development
- Implementation and Project Management

The client has a lean sales and marketing force and faces challenges within back-end sales i.e. tele-calling and e-mailing functions which are responsible for generating new prospects.

Business Challenge:
- To provide cost effective and improved back office marketing support.
- To provide continuous stream of leads and help reduce cost per acquisition.
- To cater to multiple languages as well as different geographical regions.

Novaserra Solution:
- Aggressively managed Client costs by maximizing off-shore work force component and by providing additional buffer capacity to handle expedited client deliveries.
- Recruited and trained a young and well educated team with at least 6 months of B2B tele-calling experience and training in foreign languages such as Spanish, etc.
- Designed and implemented robust processes in an offshore environment, for adhering to high quality standards and lower costs. Via data cleansing & lead validation, we cut down on first level information seeking calls and focused primarily on reaching Right Party Contacts (RPC).
- Weekly progress analysis, discussions and implementation of new strategies to improve RPC hit ratio and re-vamping the FAQ's based on experiences from previous calls.

Benefits:

- Client was able to achieve a significant rise in its sales efficiencies as client were more focussed on meetings, tele-conferences, presentations, negotiations and signing contracts rather than cold calling, lead validation and other pre-sales activities.
- This also helped the client save cost and expenses by up to 40%.
- Client also experienced a 20% rise in conversion percentage largely attributed to good quality and genuine leads.
- With a streamlined and well structured reporting system, the client had greater visibility into the leads generated and results based on the follow-ups by its sales officers.