

Case Study – B2B Customer Outreach for an IT services company.

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

Client Profile and Background:

Client is a reputed IT Services provider headquartered Los Angeles, CA. The client has been named amongst the 50 Fastest Growing Companies in Houston. The client had limited resources and budget for its sales strategies. Client also faced difficulties with back-end sales i.e. tele-calling and e-mailing functions, which resulted in lack of prospects.

Business Challenge:

- To provide cost effective and improved back office sales support.
- To provide continuous stream of leads and help reduce cost per acquisition.
- To improve on current sales strategies and recommend best practices.

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.
- Designed and implemented robust processes in an offshore environment for adhering to high quality standards and lower costs. Data cleansing & lead validation helped reduce 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% which allowed them to dedicate additional budget to its core functions.
- 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.