

# Case Study – B2B Market Research and Lead Generation

**Novaserra assisted Client by developing cost-effective and accurate targeted marketing process to support the Client's business development initiatives.**

## **Client Profile:**

Headquartered in Boston, MA, the company is a leading provider of consulting services in the domain of branding and marketing. Geographical spread of Client's services encompasses the U.S., Canada, the U.K., Germany, France, Spain, Norway etc.

## **Business Challenge:**

- To manage costs in an extremely competitive environment.
- To manage accurate and timely delivery of target databases to diverse clients in various industries.
- To cater to multiple languages as well as different geographical regions
- To consistently deliver with short lead times despite highly variable work loads.

## **Novaserra Solution:**

- Aggressively managed Client costs by maximizing off-shore work force component and by providing additional buffer capacity to handle expedited client deliveries.
- Designed and implemented robust processes in an offshore environment for adhering to high quality standards and tight deadlines.
- Recruited 'best-of-breed' personnel to deliver wide range of projects:
  - Multi-lingual skill sets
  - Domain experts
  - Experienced quality control personnel
  - Trained market research personnel for internet searches

## **Benefits:**

- 40% reduction in costs
- Faster turn-around times (average 2 weeks).
- Improved and consistent quality standards (over 95% accuracy)
- Finding cost-effective solutions to Client diversity requirements (e.g. European language projects).
- Streamlined and well documented process.