

IT Services Biggie Improves Business through Efficient Lead Nurturing

A case study on using lead nurturing automation tool to improve business processes

Overview

A study on how an automated lead nurturing system can cause major improvements in a business process. A concentrated effort to include state-of-the-art lead nurturing automation tool to manage, track, score and analyze leads and convert them faster.

Client

The client*, a UK based multinational IT services provider is a focused customer-centric organization. They provide custom-built Apps for software giants all across North America and Canada. They are a software company specializing in designing microchips and online software for specific usage by various technology-driven companies.

Challenge

Their services were targeted at software organizations and they did not have any team in-house to take care of their [lead nurturing](#) campaigns. As a result of the campaigns being left unattended, they were going off track and genuine leads were also getting lost along the way. Emails were being sent to businesses who were not interested in their products, while those who could have benefited, were left out. This was not creating a huge loss for the company in terms of ROI,

as they were losing out on potential customers. The client had to rework their entire [lead management](#) system.

Solution

The client realized that they needed a new lead management process immediately. [Leadsberry](#) offered them an excellent makeover in this regard. Leadsberry's intelligent features helped the client [track their leads](#), nurture them and [score](#) them, based on their behavior and responses. Since nurturing was of utmost importance to the client, Leadsberry's email nurturing platform proved to be most useful for them.

Benefits

The Client could see immediate changes upon using the Leadsberry software. Through the platform, they could create customized email templates; schedule the emails for later dates, keep aside 'hot leads' for further nurturing and carry out multiple campaigns simultaneously. The system also allowed them to revive dormant leads and upsell their new products to existing customers. Using a customized all-in-one platform helped the client manage their leads better in no time

Website: www.leadberry.com

Phone no: **855-592-3779**

[Contact us](#) | [See a Demo](#)

*Due to confidentiality reasons, the name of The Client has been withheld.