

IT services major does a U-turn on lead management

The company

This Munich head quartered IT consultancy* specializes in giving advice to clients regarding a wide range of services. Major areas include sales, marketing and management related concepts. Their strong point was a customized solution offered after intense research and analysis.

Challenge

No business wants to lose on valuable leads. The traditional methods employed by the client were not giving the suitable amount of ROI. And the requirement was urgent. A comprehensive management system to track, update, and manage the already generated leads, was essential for the survival of the company. Lead generation to conversion ratio was very poor. Hot leads were turning cold. The sales team faced the tough task of making big conversions.

The Solution

The management conducted a study on the options available to handle lead management more effectively. Optimizing every lead was the critical element. Various marketing automation platforms were studied and tested. No other player in the market was able to offer a solution more comprehensive, definite and customizable than Leadsberry.

Leadsberry was able to take over the entire process of lead management from the inception of the lead till it was delivered to the sales team as a sales ready lead. All leads which were generated were entered into the platform. Each lead's behavior and action was tracked, monitored, measured and analyzed through this single marketing automation platform.

All leads were handled according to their value, interest to use the service and time frame. Leadsberry's lead management tool simplified the entire system of lead tracking and made it more comprehensive. All leads were diligently followed up. In a short span of time, the lead generation to conversion ratio sky rocketed.

The loss of leads which could have converted to business was stopped. This enabled for better optimization of resources, lesser calls made, lesser number of bulk emails sent and more customer feedback.

The Results

- Lead generation to conversion ratio increased by 35%
- Revenue increased by 25% per quarter
- Spending on lead management decreased by 40%
- Client base doubled

"Seeing an exceptional growth curve in just a few months of integrating Leadsberry was more than what we expected. Increase in the revenue was possible only through this highly comprehensive lead management tool"

Lucas Paul- Senior VP, sales.

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