

A Leading HCM Software and System

About the Company

One of those companies that made it to the list of Fortune 1000, it is a pioneer in providing software and HR management solutions to various enterprises in India. With its headquarters in USA, it functions collaterally in India, Australia and Europe.

Problem Statement

Their inside-sales team was not adept at getting appointments with the key decision makers of various companies and thereby deals couldn't be negotiated further. They also needed assistance in handling the pool of qualified leads and database of contacts that emerged through marketing activities.

Proposed Solution



ClientCurve with its skilled planning build a team of well-equipped inside-sales executives. This resulted in generating more leads for the company who could be contacted as well as finalized.



Through list building, all the chief decision makers of various potential companies were collected and the contact database was updated for future reference.

145 Meeting

65 Qualified Leads

15 Sales Qualified Leads

Results

- In the first quarter about 145 meetings were set up with people of interest, out of which 65 became qualified meetings and 15 of them culminated into generating revenue for the client.
- The custom made list building had over 7000+ influential contacts and the mail accessibility increased up to 90%.
- There was 400X increase in terms of the number of meetings acquired.

