# Enterprise Employment Productivity

About the Company

This company is founded by four serial entrepreneurs with a strong product DNA at companies like VERITAS Software (now Symantec Corp.), Symphony Services and PTC. The team built a patent-pending software product - which creates work visibility and gets Enterprise Effort and Time Productivity – effortlessly. This emphasizes on automated Time, Effort and Capacity tracking at work. It captures work efficiency trends at all levels – employees, managers. It has been ranked among the Top 10 Product companies in India at the NASSCOM IP4Biz Event 2012 and Top 100 Asia Company in Red Herring 2011.

Problem Statement

The client wanted to optimize their existing process of lead generation and validation exercise in India. They needed a Sales team to generate pipeline in order to penetrate into their target market faster. They wanted a team of people who could validate the leads and qualify them to set up demo with the prospects.

Proposed Solution

We at ClientCurve started with setting up a team of Business Development Consultants who worked directly with the VP Sales. They worked with our team by reaching the specific target market defined by client through Cold calling, personalized mailing and then setting up the demos for company's VP-Sales and CEO to take over.
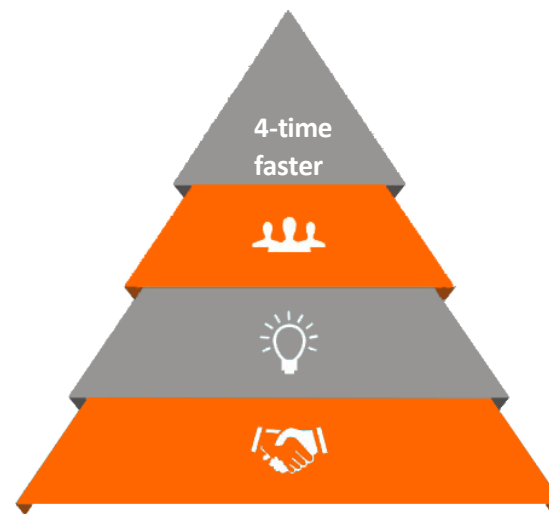
4-time faster

Results

- With ClientCurve team, the company was able to build a sales pipeline 4 times faster and at ¼ the cost of doing it in-house.
- Company deployed a custom business solution with continuous feedback and process changes so as to cater to the target market in a better way and also ensure qualification of the demos to closures.
- ClientCurve team helped them with the arrangement of more than 100 demos within a year. It saves time and reduces time to market.
- During our engagement with this company, ClientCurve also helped them to realize substantial business potential and also penetrate into the market in an aggressive way.