

# India-based Global CRDMO for Small Molecules



## Company:

CRO/CDMO services for small molecules to large pharma/ biotech companies in USA

### Scope for ClientCurve:

- Target Market: USA
- Target Services: Across Discovery portfolio with associated service offerings, and recently their Manufacturing services

### ClientCurve Approach:

- Our services: Database contact list generation via research, Email campaign, Lead Generation via calling (mostly during client target business hours)
- Organized a 3-member team for Discovery for Database Research and systematic reach out
- A SPOC (Single Point of Contact) for Discovery to route all communication for synergy
- Company list was sanitized by our client, and we generated relevant target contact list at a mutually agreed pace for all service offerings and embarked on a systematic approach
- Monthly governance with client stakeholders to study progress and bring course corrections

### Business Challenge:

- To put in place a structured lead generation initiative for sustained reach outs
- Requirement for a very well-structured approach to do reach out to prospects in the target market to create awareness
- Identify prospects to enrich the sales funnel and push the sales cycle for closures

### ClientCurve Solution:

- Highly structured approach for reach out to streamline operations

Contract Duration: 6 months – Paused

## Business Outcome:

25 meetings delivered
700 companies researched and 2,000 contact list generated
Overall conversion rate (meetings delivered to companies profiled) – 4%
Monthly governance

## Business Benefits:

Brand awareness created in target geography due to sustained campaign efforts
3 CDAs and 2 Proposals
Client keen to replicate the efforts and the outcome in other new markets