

## Company:

CRO services for small molecules catering to large pharma/ biotech, innovator companies in the USA, and Europe

### Scope for ClientCurve:

- Target Market: USA / Europe
- Target Services: Across Discovery portfolio with associated service offerings

### ClientCurve Approach:

- Our services: Database contact list generation via research, Email campaign, Lead Generation via calling (mostly during client target business hours)
- Organized a 5-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 generated by us, and we generated relevant target contact list at a mutually agreed pace for all service offerings and embarked on a systematic approach
- Weekly 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 (ideally early discovery for FTE business)

### ClientCurve Solution:

- Highly structured approach for reach out to streamline operations
- Prioritized the reach out for client BD provided list – funded and other criteria

Contract Duration: 16 months

## Business Outcome:

78 meetings delivered
2,800 companies researched and 7,750 contact list generated
Overall conversion rate (meetings delivered to companies profiled) – 3%
Weekly governance kept the integration tight and helped progress meetings through next steps; region-specific BDs joined the weekly governance

## Business Benefits:

Brand awareness created in target geography due to sustained campaign efforts
9 CDAs / 9 Proposals / 4 Wins
Proposals started to get foot-in-the-door opportunities across service lines Few wins at brand new logos
Additional service lines are under discussion