Leading Tier-4 Datacentre

About the Company

The Company is Asia's largest Tier-4 data center office located in Hyderabad, Bengaluru and Mumbai. It offers a host of outsourced business solutions and services such as Disaster Recovery on demand, Managed services, Private cloud-on-demand to enable clients to make the paradigm shift from the captive datacenter model to the outsourced one.

Problem Statement:

Probing further into their target organizations and getting a clear understanding of the work involved.

Proposed Solution

To prepare a B2B list that systematically targets companies that are more likely in need of the service offered by the client.

Set up an active inside-sales team that will contact leads more likely to generate revenue for the Company.

The list building and lead generation processes must be carried out independently.

Project Execution:

The list of ICPs (Ideal Customer Profile) as handed out by the client was targeted initially. Then gradually ClientCurve worked its way up to create more awareness and interest about the Company's services in the market and acquired more hot leads.

10 times increase in the number of meeting acquired.

Result

- Acquired around 90 meetings in a quarter.
- On an average there was 10X increase in the meetings provided for the client.