

Omni Channel Customer Engagement Software

About the Company

Reasoning Global e-Applications Ltd., is the leading developer of software solutions that offers comprehensive portfolio of retail solutions essential for multi-channel retailing success and cross channel optimization. It helps you offer your customers a seamless, personalized user experience whether the customer shops on the web, in the store, over the phone, using a mobile device or all of the above. Reasoning offers this through its unique platform, we allow sourcing customers locally, creating b2b and b2c corporate customers, selling online through the web & mobile; you can leverage us to improve revenues and customer service in all channels.

Problem Statement:

The client wanted to optimize the lead generation and validation exercise for the India and UK. Validation of the prospects was crucial to optimize the field sales operations and improve sales figures. They wanted to augment their inside sales efforts by using an external engine to validate the leads based on a set of parameters. The market being global, their India and UK based inside sales team was unable to service the markets.

Proposed Solution:

The client decided to use ClientCurve's lead qualification services for Lead validation, appointment setting and demo scheduling. ClientCurve engaged a team of 2 executives and 1 account manager on the campaign. The Client provided a questionnaire designed to validate a lead. ClientCurve designed a calling script for the campaign. ClientCurve executives were allotted Geographies and databases on their SugarCRM ID's. ClientCurve inside sales representatives engaged telephonically with all leads assigned, and the qualified leads were segregated into relevant buckets to be further routed to the relevant Field Sales Manager.

Results:

300 Demo's scheduled over the 24 months' period a 10% success rate for number of contacts to leads identified. ClientCurve team exceeded the target number of meetings to be delivered during the phase in 6 months. In 24 months of engagement 300+ number of leads achieved in the India, and APAC geographies. Client had 6 consecutive record breaking sales quarters.