

US-based Global CRDMO MNC (Discovery Services)



Company:.

CRO/CDMO services for both small and large molecules with Centers of Excellence in USA and China catering to large pharma/ biotech, agro, animal health companies in the USA, and Europe

Scope for ClientCurve:

- Target Market: USA / Europe / APAC
- Target Services: Across Discovery portfolio with associated service offerings
- Campaigns specific to an event in Europe as well a company-sponsored event

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 provided 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
- 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 and push the sales cycle for closures

ClientCurve Solution:

- Highly structured approach for reach out to streamline operations
- Prioritized the reach out so funded companies were reached out first
- Suggested and approached large-account-based approach recently for better traction, an idea that was put forth as a course correction

Contract Duration: 15 months

Business Outcome:

195 meetings delivered
4,100 companies researched and 8,800 contact list generated
Overall conversion rate (meetings delivered to companies profiled) – 5%
Weekly governance kept the integration tight and helped progress meetings through next steps; cross-selling helped close many new logos

Business Benefits:

CDA – High closure has brought in good traction for strengthened pipeline Brand awareness created in target geography due to sustained campaign efforts
Discovery: 25 CDAs / Conversion 13% (CDA to meetings) 21 Proposals / Conversion 11% (Proposals to meetings)
Proposals totaling approx. \$2 MUSD (with few pending final decision)
9 Won deals at brand new logos (Hit rate of 43%)