

Cyber Security Products Sales Boost



The Client

A global leader in cyber security services, listed in the top 50 companies changing the world by Fortune Magazine. Its core product is a platform that includes advanced firewalls and cloud-based offerings.

The Background

The Client was suffering from regional profit loss due to poorly organized lead management. Their inside sales teams were struggling to profile and qualify leads on time which resulted in a revenue leak. They were looking for a sales process partner who would:

- Profile and qualify multi-channel leads in 7 languages, according to region specific rating criteria in EMEA
- Distribute leads timely to the running campaigns
- Nurture leads and pass on to Inside Sales

Why Onboard

The client was referred to Onboard, as they were seeking language proficiency, process expertise and quality of service.

Solutions

- Lead Management
- Lead profiling & Qualification
- Telemarketing

Results

Maximized revenue with to adequate lead management by reducing un-followed leads. The project was implemented directly on the client CRM platform, which allowed for greater efficiency and accuracy. The Inside Sales teams became significantly more successful in following up on opportunities and influencing the overall bottom line.