

Inside Sales Optimization Sales Boost Brings Significant ROI



The Client Background

Our client is a global communications equipment manufacturer who needed to manage their worldwide sales process through an indirect, partner-sales-based model. All data (existing and prospective clients, as well as resellers) had to be analyzed, aligned and imported into Salesforce.com. All elements of the world-wide existing customer management, up-selling, cross-selling, new lead generation and sales process management through partners had to be modernized, digitalized and implemented into a CRM system.

Solutions

- Inside Sales
- Digital marketing
- Data Services
- Business Process Enablement
- Business Partner Management

“ *In the past 13 years, Onboard exceeded the expected results and ROI, and met our quality & quantity requirements. The project is growing.* ”

Results

Implement and continuously improve a data driven, partner based, end-user focused lead generation program. Execute through our hubs in Sofia, Brussels and Singapore region specific campaigns to increase market share and maximize sales. Analyze and continuously improve marketing and sales processes based on the collected intelligence residing in the CRM system.

- End-user communication is efficient and effective
- The Marketing and Sales processes are digitally synchronized
- The increased sales numbers delivered solid ROI
- The project has been a success for the past 13 years and is growing