

Lead Generation Secured Revenue



The Client

Our client is a global leader in enterprise network, communications, cloud solutions and telecom services with a rich tradition of innovation.

The Background

The Client was losing regional profit due to poorly organized lead management and inability to measure marketing ROI. They were struggling to profile, qualify and assign leads to channel partners and sales, which resulted in a revenue leak. They were looking for support in unifying the marketing and sales operations on a global scale (APAC, EMEA, CALA).

Solutions

- Lead generation & BANT Qualification
- Closed Loop Inside Sales Management
- Sales Pipeline Management
- Salesforce.com Training & Certification

Why Onboard

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

Results

Maximised revenue due to adequate lead management by thorough lead- and event follow up. The project was implemented directly on the client CRM platform, which allowed for greater efficiency, accuracy and continuous database enrichment.

The Inside Sales teams became significantly more successful in following up on opportunities and influencing the overall bottom line.

Onboard facilitated language diversification and market expansion. We reduced opportunity lifecycle and allowed for proper measurement of marketing ROI.