



LEAD GENERATION

Case Study

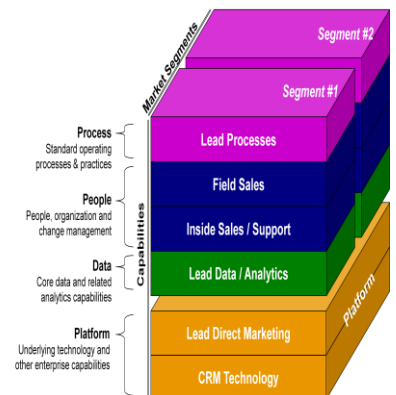
The Problem:

- *With an inside sales force, an external sales force and distributors, the client had several lead sources, but a difficult time managing the data required to qualify, distribute and prioritize leads to shorten sales cycles and improve revenue.*
- *The marketing efforts were well targeted and executed, but lacked the close-looped process required to support closing a business-to-business sale, especially higher valued contracts.*
- *They needed an external view on their overall organizational process to bring the people, process and technology together to develop and prioritize a short and long term plan for improvement.*

The CCI Solution

CCI met with the client and several internal stakeholders to evaluate the people, processes and technology supporting their day to day activities. In addition, CCI was provided a 'data dump' from their lead sources to gain an understanding the data available to support and drive sales and marketing activities.

Based on the data provided, CCI was able to identify areas of opportunity within their organization to improve the sales process. This included developing a statistical model to score leads based on value; develop improved work flow processes that combined marketing and sales and distribute leads to the appropriate groups; identified restructuring options to provide a better customer sales support and technology solutions to support the changes.



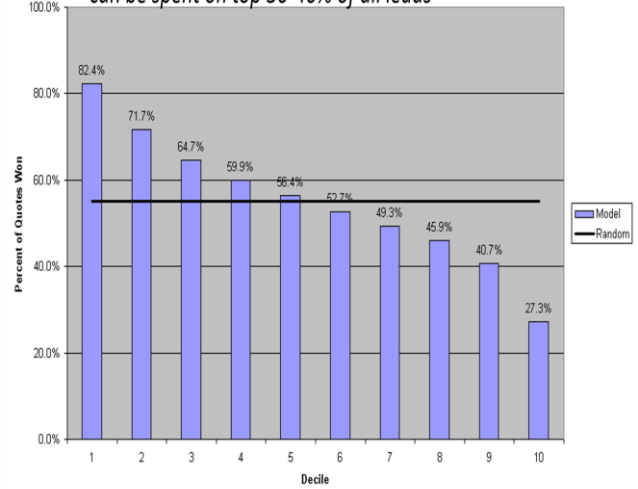
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The Client Benefit

The client was able to get recommendations from an experienced, objective, independent source. As part of the process, CCI was able to gain buy in from many different departments due to the lack of involvement with internal politics or budgets which provided for quicker decision making and process changes.

CCI was able to provide 'data-based' recommendations to the cross functional team and show how making changes would provide a positive overall return on investment of nearly 1000% in the first year! By providing short term and long term recommendations the team was able to prioritize and realize immediate impact while working on the longer term vision.

Identifies leads most likely to close. Productive time can be spent on top 30-40% of all leads



As a result of CCI's involvement, the client reorganized resources, streamlined processes, and will be able to significantly improve their overall market penetration, as well as their revenue per account, by leveraging the use of CCI's analytics to drive higher quality leads to both the field and inside sales teams.

About Customer Contact Insights, Inc.

Customer Contact Insights, Inc. is a consulting practice whose mission is solely focused on helping companies grow, while building longer, more profitable relationships with their customers. For more information on Customer Contact Insights, Inc., please visit:



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