Achieving a 33% lead conversion rate through data-driven insights

About the client

Our client is a leading global technology services provider that enables digital transformation for enterprises globally through intelligence powered by the cloud, mobility, Internet of Things (IoT), collaboration, security, and network services.
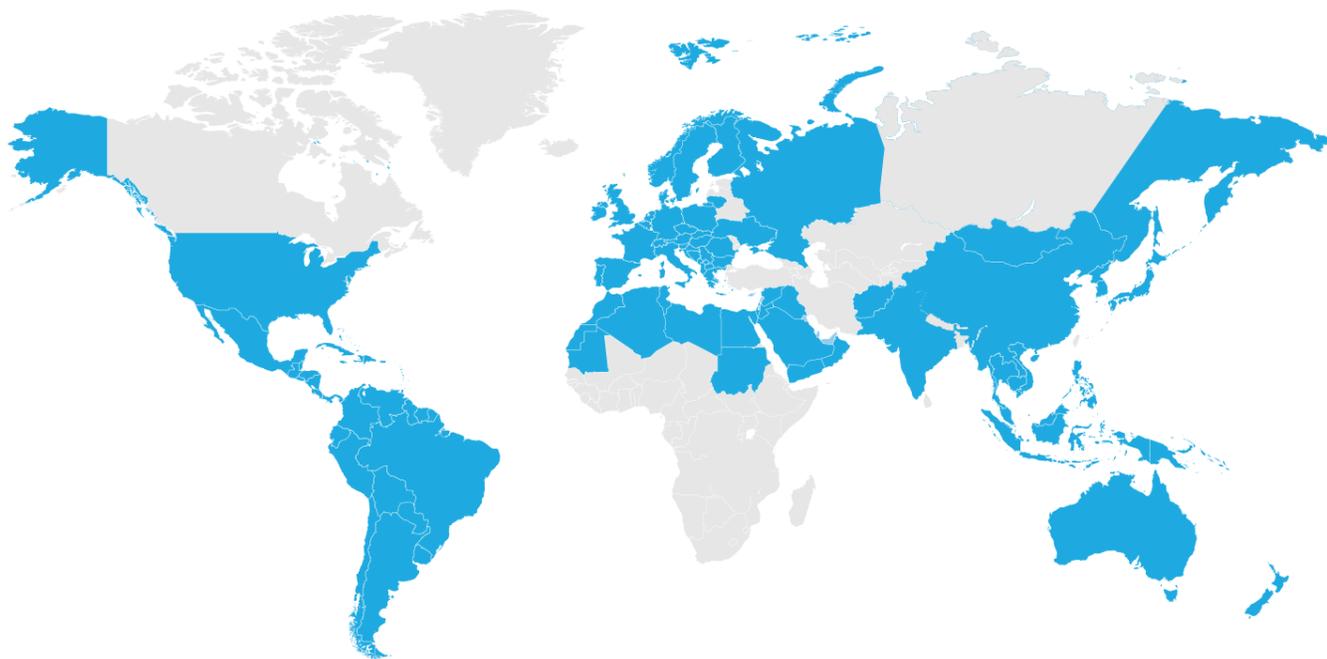
Revenue
USD 2.4B

Presence
200
countries

Enterprises served
7000+

Geographical coverage

Objective

As part of its ambitious growth plan to increase its global footprint, our client wanted to generate high-quality outbound leads for its services in India and the UK. They wanted a lead generation partner who could not only set up meetings for their sales team but could also improve the chances of conversions through meaningful connections. For this reason, they chose Netscribes which had proven expertise in the telecom industry across key regions and over 20 years of experience in delivering data-driven sales insights.

Solution

Netscribes implemented a two-pronged approach which included gathering in-depth account insights before the outreach process.

Stage 1: Gathering account insights

In this step, we developed a custom database of leads for the outreach and determined the sales triggers that could be leveraged by lead generation agents to secure meetings. Since every organization is different and has its own hierarchies, goals, and buying processes, gaining a deep understanding of the target accounts was essential. Therefore, we conducted research to support every step of the lead generation process. This included:

- Basic account intelligence, executive identification, and database building

- Account and executive specific business triggers, pain points, and opportunities

- Buying decision-making process and input about personalized content creation

- Specific insights into the account, competition, market, and technology to help our client's sales team develop conversation points

The account intelligence covered the following information:

Business overview	Financial snapshot	Key areas of investments	Relevant details of key decision-makers
Updates on R&D, M&As, and geographical expansion	Current technology budgets, strategy, and implementation plans	Existing technology vendor landscape and opportunities	Account-specific business triggers and pain points

This tailor-made account intelligence process aimed to create and authenticate databases, gather insights into accounts' buying decision processes and analyze strategic movements to kickstart a research-backed lead generation process.

Stage 2: Lead generation campaign

Based on the insights gathered in the previous step, our in-house lead generation team created customized pitches for prospects. It further facilitated meaningful dialog with relevant gatekeepers and decision-makers. Once the lead was deemed sufficiently ready to explore our client's solution, it was passed to the sales rep.

Netscribes worked collaboratively with the client throughout the project to ensure alignment with the client's core value proposition and sales process.

Benefit

Backed by a rigorous insight-driven lead generation solution, our client was able to meet its annual sales targets in India and the UK. Moreover, its sales team could now place more focus on winning clients than prospecting in markets that were new to them.

- On average, 10% of total prospects in each campaign converted into MQLs
- One out of three leads passed to the sales team were sales-qualified

Achieve your growth targets at scale with
Netscribes' sales intelligence solutions

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