

CLIENT PROFILE

Founded in 1980, this client is a global leader in storage, delivering highly reliable backup, recovery, and archive solutions as well as assisting Value Added Resellers (VARs), integrators, and customers in assessing and optimizing data storage solutions.

PROGRAM OBJECTIVES

- Increase overall sales growth.
- Improve the quality of leads delivered to the channel.
- Implement a channel management program to measure performance of channel partners.

SUCCESS SNAPSHOT

- Within the first year, the number of highly qualified leads has increased by 300%.
- By delivering high caliber leads to the channel, reseller loyalty has improved and sales have grown significantly.
- SHORE's multiple-touch, personalized lead management process has improved customer satisfaction and loyalty.
- Record sales and revenue were achieved within the first full fiscal year.

“With each passing month, additional leads matured and the lead flow expanded as quality increased. Channel partners began to get excited.”



THE CHALLENGE

This client recognized that lagging sales growth was partly caused by poor lead management. They lacked the internal resources to properly analyze and nurture early-stage leads and then passed them to the channel hoping they would complete the sales cycle. Both practices were unsuccessful and tremendous revenue potential was being left on the table.

Resellers began to disengage and since the client relied on channel sales for a majority of their revenue, they realized they needed to quickly remedy the situation.

The client chose SHORE to provide a scalable and affordable profiling system and then nurture and track each lead from point of contact through final sale.

OUR SOLUTION

Advanced analytics and proprietary technology became the foundation of this lead tracking program. Once analysis was completed and target customers identified, the telesales team began an outbound calling campaign. The experienced team was trained on industry-specific knowledge and background in

order to engage each prospect in meaningful dialogue.

The rich data gathered from the telesales process was compiled in LeadWorks, a lead management platform, and then analyzed by SHORE's direct marketing team to develop an integrated campaign. Customers were engaged via direct mail, email and web communications designed to produce maximum results throughout the extended sales cycle that was typical for this client's customers.

Relevant product information, combined with custom messages based on collected data, was delivered to prospects on a strategically timed basis. These long-term prospects steadily advanced through the sales process until they were ready to make a purchasing decision.

The LeadWorks system also provided the ability to adapt or augment campaigns based on the real-time prospect feedback. LeadWorks tracked and reported results from each of the 200+ campaigns. SHORE also delivered valuable predictive data to help the client determine buying patterns and behaviors for future product development

“Our client needed to get its sales back on track fast, and to do so, had to weed out the dealers who couldn’t sell, from those who simply decided not to sell.”

OUR SOLUTION (continued)

strategies. The targeted marketing and one-on-one customer interactions started producing results right away. Prospects who were ready to buy were quickly identified and passed to channel partners. Prospects also received follow-up calls from the SHORE team to assess customer service and determine whether or not

the associated channel partners were closing sales. The data gathered from this initiative enabled the client to drop resellers who were not producing and focus their attention on those that were.

PROJECT SUCCESS

Reseller partners immediately noticed the higher quality leads and sales began to improve. SHORE’s meticulous attention to pre-sales lead qualification and nurturing has enabled continued growth and made a significant improvement in both lead quality and channel revenue.

Within the first year of partnering with SHORE, this client has seen a 300% increase in the number of quality leads delivered to their channel partners. By providing leads that are ready to buy, the client has steadily improved their channel performance and has created exceptional reseller loyalty.

Today, this client continues its partnership with SHORE and enjoys a relationship-based sales process with systematic communication from prospect to purchase. The net result is an all-time high in customer satisfaction, sales and revenue.

Established in 2005, SHORE Solutions Inc. is a provider of outsourcing services, with a difference — we’re recognized as being highly client-focused, and operationally excellent. We deliver solutions fully customized to our customers’ varying requirements that provide the optimum environment, and flexibility to spur business growth.

We have a solid suite of voice support services, with capabilities in technical and multi-tiered customer support engagements, complemented by a superior outbound and inbound sales skill set. We also offer IT services for offshore and onsite requirements for application development (.Net, Java, etc.), as well as staff augmentation services for Project Management Office (PMO), business analysts, and related resources for global projects.

Today, with four facilities and over 1500 employees in Manila, Philippines, SHORE Solutions is a leading provider of world-class BPO, contact center, and IT services.

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