

LEAD GENERATION SERVICES CASE STUDY



The Customer

A rapidly growing e-logistics company, having a strong presence in the USA, runs its entire transportation management business with the help of 100,000 trucks. They have close to 2500 clients. In order to enhance their sales conversion ratios, the company wanted to generate a large number of sales leads. Besides, they also wanted to outsource their operation of updating information about sales on Salesforce.com. The company wanted to outsource lead generation services to a professional organization.

The Challenge

Flatworld Solutions' market research team succeeded in accomplishing the task by collating the required information from specific websites. The team derived raw lists of leads from all possible sources. It was challenging to unify raw, unstructured and inaccurate data in different formats, into one format. The team also managed to upload the data on salesforce.com in a timely manner. This helped the customer's sales team focus on the sales process only and enhance the conversion ratios significantly.

How did they do it?

Flatworld Solutions' team of experienced professionals developed a fool-proof and efficient process to generate high-potential leads. The leads were generated based on several pre-determined parameters such as type of industry, geographical location of the company, annual turnover of the company and the core-products of the company. The leads were uploaded on salesforce.com regularly. The lists of raw data were customized and unified in a single format that could be directly imported to the website.

The Results

- + Increase in efficiency and conversion ratios in the sales process.
- + Deals that were in the pipeline were closed.
- + Considerable cost-savings attained due to reduction in operational costs.

[Contact us](#) to outsource Lead Generation Services.