

Driving Sales and SMB Leads for a High Tech Powerhouse

Incremental revenues through outbound prospecting and inside sales with total lead ownership

Client

The client is a leading computer hardware and technology company, with operations in more than sixty countries. Known for its innovative technology and design excellence, it caters to a global market with products ranging from personal laptops, desktops, workstations and servers.

Business Requirement

As a part of its efforts to generate incremental revenues, the client was looking to expand into the small and medium-size business (SMB) segment and increase its share in this highly competitive market. The existing lead generation activities were not yielding the desired results and had several loopholes:

- It was difficult to segregate and manage calls from different segments (home, SMB, relationship sales, etc.) due to the lack of a well-defined process.
- The available management reporting was unable to provide actionable business insights or improvement inputs.
- Channel management was not actively involved in closing the leads being passed on by the marketing channels (value added resellers, agencies, etc.).
- Clearly a missing link was the lack of a single view of all sales channels.

The client was now looking to execute an aggressive channel strategy with a focus to achieve its stretch sales targets.

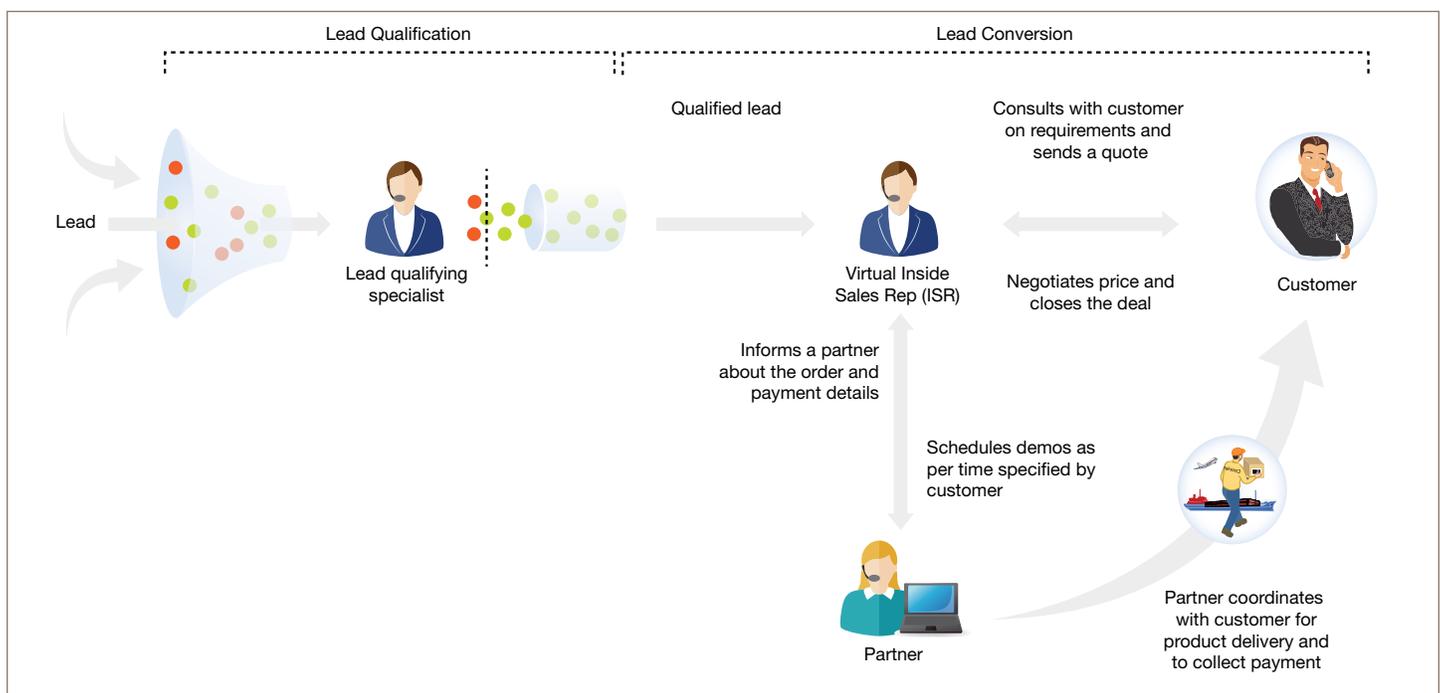


Figure 1: Concentrix Inside Sales Solution: Lead Qualification to Order Closure

Our Solution

Concentrix proposed an end-to-end sales solution with total lead ownership (TLO) and won the contract. Our solution involved setting up an inside sales channel with 100% accountability and responsibility for lead conversion.

Our seasoned sales professionals bring knowledge in computer hardware that enables them to provide end-to-end sales processing. They perform cold calls that include hunting, farming and up-selling to the client's product portfolio.

Our advisors co-ordinate with the prospects, customers, internal stakeholders, and local business partners to manage the inside sales program.

For this client we have devised a two-part sales cycle—lead qualification and order closure. By assigning specialist teams to drive each process, we ensure flawless co-ordination from the outbound dealer strategy for lead management, initial interest, quotations, closing orders and post sales order management. We provide the client management with customized reports to track conversions by channel partner, media (print/digital), geography and follow-up type. A regular review measures team performance against set targets.

A change, configuration and release management system that we have developed for the client helps us manage the SMB database, strategize calling and lead generation.

Based on our performance and business results in the initial inside sales program, the client awarded us four new programs within the first year of our relationship. These programs provide voice and e-support to customers. We also manage all executive level escalations for the client's product line.

Major Results

- **Revenues from \$0.2 million in Q1 to \$1.5 million in Q4:** Through this channel not only did we increase sales, but also increased SMB program ROI from 3% in Q1 to 16% by Q4.
- **Contributed over \$6 million in the first year to the client's topline:** Our outbound program continuously increased sales in the Indian geography.
- **Sold 2,000 units per month:** We have successfully delivered three times the sales target assigned to us. We also consistently met service level goals right from launch and established a healthy 3X sales funnel.
- **Reduced marketing costs by 50%:** Our channel reduced the feet on street (FOS) and marketing costs for the client, while drastically improving service quality and response time for its customers.

Contact us today: inquiry@concentrix.com

ABOUT CONCENTRIX: *Different by Design*

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