



**Our Lead  
Generation Process  
Helped a US-Based  
Transport  
Giant Increase  
Customer Base in  
3 Months' Time**

**CASE STUDY**

# The Client

The client is a USA-based e-logistics company running its entire transportation business with 100,000 trucks and catering to customers worldwide.

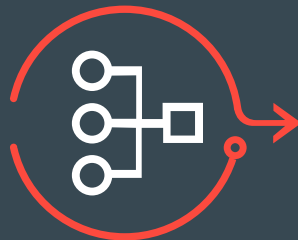


# The Requirement

The client wanted to increase their customer base for greater profitability. To meet this need, they wanted to augment their sales lead generation numbers. They approached us for assisting them to improve quality leads and update them on Salesforce.com. We built a committed team capable of leveraging their market research skills to tailor and execute a long term lead generation plan. Our key responsibilities were to:



Generate high prospective leads



Unify raw data into a single format



Upload data on Salesforce.com

# Our Solution

We put forth our dedicated market research team to collect required information on prospects from specific websites. This was an exhaustive task which we carried out with meticulous segmentation of prospects based on area, demographics, geographical location, type, core-products and annual turnover etc. This was followed by curating raw lists from various sources and unifying this unstructured data into a single format. Multi-tier review was carried out to ensure only high quality prospects were included in the data. The collected data was uploaded onto Salesforce.com on a regular basis, helping the client's sales team to shift their entire focus on the sales process.

## Result

Banking on a well-defined process, we were able to penetrate the market effectively to target the right prospects.



Increase in generation of high quality leads



Significant increase in conversion rates



Improved productivity as sales people could focus on core task

Apart from these, the client was able to:

Reduce operational costs by

**30%**

Gain easy access to skilled professionals



Reduce deal closing time by

**30%**

Expand customer base by

**50%**

in less than 3 months

Improve profits by

**40%**



If you are looking to increase the number of potential leads for your business, outsource your lead generation requirements to us. Contact us now to know more.

Toll free Number  
**1-877-374-0211**

[info@expertcallers.com](mailto:info@expertcallers.com)

[www.expertcallers.com](http://www.expertcallers.com)

