

CASE STUDY



AGFA PROFILING DELIVERS CUSTOMER ACQUISITION ROI

OVERVIEW

Industry:
Healthcare IT

Success Highlights:

1. Converted raw data into actionable market intelligence
2. Eliminated wasted marketing budget by developing a clean, highly targeted database
3. Leveraged calling activity to schedule sales demonstration appointments for tradeshows

Televerde Service

Areas Employed:

- Prospect ID™ – Target Market and Buyer Profiles
- Right Records™ – Database and List Management
- Lead Call™ – Lead Generation
- LeadConnect™ – Sales Lead Support
- Televents™ – Event Recruitment
- Telepointments™ – Target Contact Meetings

"Thanks to Televerde's sophisticated lead generation and market intelligence gathering techniques, we were able to build a \$40 million pipeline of sales opportunities virtually from the ground up. Televerde is an ongoing initiative in my marketing plan because of their impressive results and ability to consistently sustain highly effective dialog with a market that is notoriously difficult to penetrate. They are nothing short of amazing."

Stuart Long, Executive Director,
Enterprise IT Solutions,

Client Profile



Agfa HealthCare provides advanced imaging and healthcare IT systems & services for clinical specialties and healthcare facility management, spanning the entire healthcare enterprise. They provide solutions that allow facilities to improve efficiency and productivity while promoting advanced work flow processes aimed toward helping facilities manage better patient safety, medical outcomes, and quality. As one of the largest global players in their market, Agfa HealthCare is a pioneer in both imaging science and IT across medical specialties and departments including radiology, laboratory, cardiology, orthopedics and women's care. Their portfolio encompasses hospital enterprise IT, RIS (radiology information systems), PACS (picture archiving and communications systems), reporting, cardiology, enterprise scheduling, decision support, advanced clinical applications, data storage, healthcare consulting, digital radiography, computed radiography and film.

Client Challenge

A sales lead is only as good as the wisdom behind it. If contact information is not connected to a deeper level of information — such as what the market is thinking about, their needs and pains, the influences on their buying decisions, their purchasing patterns and schedules, and their decision-making chain — then the salesperson might as well be cold-calling. As with many companies, the Agfa database was not connected to this type of market intelligence. Because the sales team needed to validate and grow its funnel with achievable opportunities, it was decided that that database required thorough substantiation and growth. Coming in as a new employee, Executive Director of their new Enterprise IT Solutions Group (HIS/CIS), Stuart Long needed a rapid solution to clean the database, grow the funnel and get sales moving forward.

Televerde Solution

When the lead generation program for Agfa was launched, the calling efforts were intended to leverage Agfa's internal database. However, once Televerde began outreach to the audience of C-level contacts, they quickly discovered a different reality. The message was not resonating and the sales predictions were not coming to fruition because sales efforts were targeted to the wrong audience. The purchasing decisions were actually being made by a lower level of departmental authorities, who then pushed the decision up to their executive team for a final stamp of approval. Because the buying decision was authorized by IT, Medical and Nursing Directors, obtaining their buy-in was more critical than the C-level Executives that Agfa had been targeting.

Televerde's ability to offer Agfa a best-of-class, resource-ready database backed by intelligence, along with Agfa's flexibility and willingness to shift targets mid-stream, the database changes were seamlessly integrated and the campaign launched. Since they had substantial expertise and insight

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ABOUT TELEVERDE

Televerde is the premium provider of qualified sales leads and actionable market intelligence that accelerate sales revenue and generates new customers for the high-tech market. We have developed specialized expertise with over a decade of high-level dialogs with decision-makers in over one million companies. Our solutions are designed to achieve complex and strategic customer acquisition objectives and end-to-end sales and marketing requirements.

To learn more about our Sales & Marketing Solutions, call 888.925.7526 or email us at info@televerde.com.

*Televerde
4636 E. University Dr.
Ste 150
Phoenix, AZ 85034*

pre-existing within the target audience, the Televerde specialists rapidly penetrated and cleaned the database.

Because the new database was more targeted and contained far fewer records, the project was completed short of the contracted number of calls. To provide optimal performance for the number of calls contracted, Televerde specialists quickly "shifted gears" and utilized the surplus calls to schedule sales and demonstration appointments for Agfa Sales Executives at the upcoming Healthcare Information and Management Systems Society (HIMSS) tradeshow. As an adaptive outsourcer, Televerde was accustomed to bundling a variety of initiatives under one campaign umbrella, and blended this element into Agfa's campaign once the profiling initiative was complete.

Result

From the very beginning of the partnership, Agfa was extraordinarily impressed with the resource commitment by Televerde to the planning process. It boded well for the formal launch of the campaign. Because of Televerde's extensive experience and familiarity with the targeted technology audience, the Agfa campaign launched smoothly and proceeded far more rapidly than typical for comparable profiling campaigns.

Discovery at the program's beginning eliminated much of Agfa's database and brought it more in line with a realistic view of confirmed opportunities. Within only 45 days, Televerde was able to help build funnel to a verified value of \$40 million – an incredible achievement for such a short period of time.

Televerde's deep expertise in the IT sector was recognized by Stuart Long, who commented that because of his long standing and successful experience with Televerde, he has started the foundation and is acquiring the best data he has ever seen in terms of market transparency and competitive knowledge.

Through Televerde's extranet tool, Agfa was able to continuously monitor the calls and realized that an ongoing dialog was taking place, instead of a standardized "Q and A" session offered by most outbound call centers. Because of the intelligence gained through these discussions, the Agfa sales team had a deep understanding of their prospect's priorities and pain points, which translated into a rapid internal rate of return. The leads were converted into sales opportunities and are maturing at an astounding rate exclusively due to the salient intelligence obtained by Televerde.

Because such a high quality of leads turned into true sales opportunities, this pilot was a turning point in Agfa's decision to use Televerde in future campaigns as their marketing solution provider for lead generation, market profiling, and demand generation.